

Dixy Group OAO in Retailing (Russia)

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Abstracts

Dixy Group continuously strives to reduce operating costs, increase its overall operating efficiency and ensure business sustainability through diversification of vendors and the product range. Dixy is well-positioned for further growth and set a long-term goal of becoming the industry leader in the neighbourhood store format in operating efficiency, operating processes, customer and employee loyalty and, as a consequence, sales. As with its competitors Dixy Group aims to increase its regional...

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