

Dosenbach-Ochsner AG in Retailing (Switzerland)

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Abstracts

Dosenbach-Ochsner is a leading retailer of apparel and footwear and sports goods in Switzerland, and enjoys strong consumer trust. Being part of an international retail group, its corresponding buying power enables the company to offer highly competitive prices. Beyond focusing on price, the company is expected to pay greater attention to offering superior customer service in order to build brand loyalty and sustain sales.

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