

Drogas AS in Retailing (Latvia)

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Abstracts

At the end of the review period, Drogas opened three to four new stores in Latvia and Lithuania annually and plans to continue this strategy. As with the last few store openings, the decision about new outlets will be taken largely based on local people's insistence. Drogas continues to enlarge and promote the assortment of its fantasy brands, thus increasing the share and turnover of private label products.

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