

DT Group A/S in Retailing (Denmark)

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Date: March 2015

Pages: 5

Price: US\$ 150.00 (Single User License)

ID: D58CB674C4BEN

Abstracts

DT Group's strategy is to continue developing through improving its level of service, offering customers improved and complex solutions, as well as maintaining competitive prices. To capitalise on the consumer trends of value for money and convenience, DT Group is expected to invest in its private label portfolio and web store. The chain is likely to expand further through non-organic growth, by acquiring troubled smaller players.

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