

# Eesti Tarbijateühistu Keskühistu in Retailing (Estonia)

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## Abstracts

As Eesti Tarbijateühistu Keskühistu dominates the Estonian grocery retailing in value terms, by selling area and by number of outlets, the company's strategy is to maintain its leading position. Although unlike some of its main competitors, the company does not possess an aggressive market penetration strategy, Eesti Tarbijateühistu Keskühistu still plans to open several outlets (mostly in Tallinn) in the second half of 2013. The company has also been focusing on developing its loyalty cards –...

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