

Galeria Kaufhof GmbH in Retailing (Germany)

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Abstracts

In order to maintain its leading position among mixed retailers and as one of the very few remaining department stores in Germany, Galeria Kaufhof GmbH puts considerable emphasis on modern, trendy and consumer-centred outlets, services and product portfolios. Current and future focus lies specifically on multi-channel strategies enabling potential customers to obtain information and shop whenever and wherever they want. Virtual extensions of store product portfolios and additional services...

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