

Globus AG in Luxury Goods (Switzerland)

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Abstracts

Globus, which is Migros' upmarket subsidiary, was heavily impacted by the overall economic climate in Switzerland. Realising the majority of its sales in outlets located near European borders, the retailer has particularly suffered from the high valuation of the Swiss franc and cross-border shopping and hence saw its share decline when compared to the previous year. Globus expects to give a new impulse to its sales by giving more focus to its multi-channel strategy, whereby it has increased its...

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