

Globus CR ks in Retailing (Czech Republic)

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Abstracts

Globus CR is expected to focus on the improvement of its existing outlet network rather than on further expansion within the Czech Republic. The company will focus mainly on maintaining its position and increasing its competitiveness through broadening its offer in terms of quality and product range, improving the shopping environment and offering additional services. Globus is likely to remain a smaller retailer with a small number of outlets but also strong sales per outlet.

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