

Globus Holding GmbH & Co in Retailing (Germany)

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Abstracts

Globus is trying to improve its positions in both hypermarkets and home improvement and gardening stores, as both channels are seeing fierce competition. Margins are generally low, and a high percentage of sales is generated by special offers. As a consequence of the declining population and the expected stagnation of demand, the company plans to open only a handful of new outlets to 2015. The company is focusing more on improving the services in and attractiveness of its existing outlets. A...

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