

# **Gresvig Retail Group AS in Retailing (Norway)**

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## **Abstracts**

The company has been continuing its efforts to regain customers through working on a clearer profile within retailing, coordinating key functions, and cutting the number of its employees. Its aim is to give customers across the country an experience of more streamlined and elaborated store concepts within the three retail chains G-Max, G-Sport and Intersport.

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