

Gymgrossisten AB in Consumer Health (Sweden)

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Abstracts

Gymgrossisten claims to be the leading internet retailer of sports nutrition and training-related products in the Nordic region. Maintaining and growing its leading position in sports nutrition will dictate its strategic direction as Gymgrossisten seeks to differentiate itself from other sports nutrition providers and internet retailers in the sports nutrition space. This will be achieved through the continued profiling of its product offering as catering for all needs but particularly the more...

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