

Hofer doo in Retailing (Slovenia)

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Abstracts

Since its entrance into retailing in Slovenia in 2005, Hofer has grown to become the biggest discounter operating in the country in terms of outlet numbers, selling space and value sales. Hofer is the Slovenian subsidiary of Germany-based Aldi Group and its main strategy since entering the country has been the rapid expansion of its outlet chain, a strategy which it plans to continue pursuing during the forecast period with the aim of reaching 80 outlets throughout the country. However, Hofer's...

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