

Hofer KG in Home Care (Austria)

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Abstracts

Hofer KG's main strategy is to continue to focus on the further expansion of its outlets in Austria in order to attract additional consumers with its good quality private label products. Being one of the leading discounters in Austria, Hofer is anticipated to use low prices as its main competitive advantage in retail as well as in home care. In addition, the retailer is also expected to continue to focus on improving the quality of its brands and to invest in their sophistication over the...

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