

Homebase Ltd in Retailing (United Kingdom)

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Abstracts

Homebase Ltd witnessed a decline in sales mainly due to poor weather conditions leading to a reduction in the number of consumers engaging in DIY activities. The retailer is trying to strengthen revenue growth by introducing a larger variety of products paying particular attention to the value ranges, as well as offering increased services in-store. The company is also engaged in a revaluation of its store portfolio and expects to close or relocate a number of stores in the future in order to...

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