

Internationale Spar Centrale BV in Retailing (Slovenia)

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Abstracts

Internationale Spar Centrale BV is present in hypermarkets and supermarkets in Slovenia and has managed to establish a very strong outlet network since its entrance in 1991. Its core strategy in Slovenia is to grow organically by opening new outlets at carefully selected locations rather than through the acquisition of existing retailers, a strategy which has contributed to company's stable sales and has given it an advantage over its competitors. In the hard economic times which prevail in...

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