

J Bünting's Beteiligungs AG in Retailing (Germany)

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Abstracts

J Bünting's Beteiligungs, as a conglomerate of many different subsidiaries, will continue to apply strategies which proved to be successful during the review period over the forecast period. These include investment in existing outlets, as well as the opening of new outlets, and efforts to implement the latest trends in retailing as early as possible in order to maintain its modern image in the eyes of consumers.

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