

KAM dooel in Retailing (Macedonia)

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Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: KCD82722834EN

Abstracts

The strategic goal of KAM is to further increase its value share and retain its leading market position within retailing in Macedonia as a discounter through outlet and product portfolio expansion. Kam continuously expands its outlet network across Macedonia and improves its product and brand portfolio, along with its private label products across packaged food and non-alcoholic drinks. The company's focus is on offering the most profitable, yet affordable, portfolio of brands and products to...

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