

Karstadt Warenhaus GmbH in Retailing (Germany)

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Abstracts

After a successful change in ownership in August 2014, Karstadt implemented a 3-year turnaround programme called “Focus”, with the main short-term goal being a return to profitability. In order to enhance its appeal among the wider public and focus more strongly on the individual needs and demands of consumers from different regions in Germany, a more decentralised approach to organising stores and portfolios has been adopted. An enhanced omni-channel strategy additionally offers up- and cross-s...

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