

Kaufland Bulgaria EOOD in Retailing (Bulgaria)

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Abstracts

Kaufland Bulgaria EOOD is expected to continue registering rapid growth. The company has set its sights on smaller towns with populations of less than 70,000. A loan of EUR80 million from the World Bank is set to help the retailer finance the addition of 10-15 new stores to its outlet network during the first half of the forecast period.

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