

Kaufland Warenhandel GmbH & Co KG in Retailing (Germany)

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Abstracts

As part of Schwarz Group, Kaufland's direction is strictly aligned with the group's overall expansion and organisational strategy, following the same or at least very similar business practices and approaches as Lidl, adapted to the concept of a hypermarket rather than a pure discounter. However, store revamps and the enhancement of its product portfolio to attract a wider range of consumers are part of Kaufland's plan for growth. The launch of an online shop is also part of its future strategy...

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