

# Kesko Oyj in Retailing (Finland)

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Date: January 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: K14D7203001EN

## Abstracts

Kesko's strategic objective in grocery retailing is to expand. It plans to do this by putting an increasing emphasis on convenience stores and small supermarkets. This strategy was put into practice in 2016, when it acquired Suomen Lähikauppa's Siwa and Valintatalo retail brands. It started rebranding these chains as K-market, and also plans to renew the whole concept of the K-market chain. In addition, the company started investing in its new Neste K brand, with a better selection of products a...

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