

Kesko Oyj in Tissue and Hygiene (Finland)

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Date: March 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: K4C1AACD12CEN

Abstracts

Retailer Kesko Oyj focuses on increasing the value shares of its private label ranges Pirkka and Euroshopper, which are popular in tissue and hygiene. In addition, its Anttila department store owns decoration brand Anno. The company places particular emphasis on chain management and increasing the number of members in its K-Plussa customer loyalty programme. In terms of retailing in general, Kesko aims to defend its position by adjusting its pricing and extensive and constant development of its...

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