

Konzum doo in Retailing (Bosnia-Herzegovina)

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Abstracts

Konzum was the number two player in retailing in 2016, losing its leadership to Bingo in this year. Its expansion slowed down considerably after the acquisition of Mercator. Although some suggest that the acquisition of Mercator was too much of a strain for the finances of Agrokor (Konzum's GBO), company sources suggest that its strategic focus is shifting away from grocery retailing, citing opportunities in wholesale, non-groceries and internet retailing. Over the forecast period, Konzum is...

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