

KPG Kaubanduse OÜ in Retailing (Estonia)

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Abstracts

KPG Kaubanduse OÜ is focusing on further expansion in Estonia to expand the awareness of its Magaziin variety stores chain. By offering a wide range of non-grocery items within inexpensive price ranges, the player tries to cope with the impact from internet retailing, especially from third party merchants (such as AliExpress and eBay). Further improvements and the launch of innovative solutions are planned for its warehousing field. A key area for the player is also wholesale and, hence, it is...

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