

Leroy Merlin Italia Srl in Home and Garden (Italy)

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Abstracts

Leroy Merlin has largely contributed to introducing the do-it-yourself culture to Italy. In addition to from offering a broad portfolio of DIY products, the retailer offers customer assistance in its stores and regular DIY training courses. Leroy Merlin has started and will continue to focus on multi-channel retailing, aiming to create a competitive advantage through a combination of offline and online retailing. The company will continue to focus on maintaining competitiveness through being hig...

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