

Lidl Ceska republika vos in Retailing (Czech Republic)

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Abstracts

Lidl Ceska republika will focus mainly on broadening and modernising its existing outlets, rather than on further dynamic expansion within the Czech Republic in the early part of the forecast period. Although it is expected that the company will continue in opening of new outlets, its main activities will focus on improvement of existing stores with aim to follow latest shopping trends and attract consumers.

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