

Lidl & Cia in Retailing (Portugal)

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Abstracts

After 21 years operating in Portugal, Lidl's main strategy for the country is to convince Portuguese consumers that the brand is no longer purely a discount retailer. While at the beginning of operations Lidl outlets only sold private label products, the reality is changing as it adapts to Portugal. Nonetheless the low-price strategy is certain to remain Lidl's focus. After a period of incisive expansion throughout the country, Lidl's goal is likely to be investment in the continued refurbishmen...

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