

# Lidl Dienstleistung GmbH & Co KG in Retailing (Germany)

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## Abstracts

Lidl Dienstleistung GmbH & Co KG follows a rather successful strategy of focusing on market presence, a high level of professionalism and customer satisfaction as well as a highly competitive price-value ratio, offering a wide variety of good quality products at comparably low prices. Current and further planned additional services, special themed weekly product promotions and the launch of specific areas for fresh food products such as fresh baked goods within its stores should all help to...

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