

Lidl doo kd in Retailing (Slovenia)

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Abstracts

Since its entrance into Slovenia in 2007, Lidl's main focus has been to establish a strong outlet network across the country and since then it has been on the lookout for suitable locations to open new outlets and expanding the number of stores it operates in the country ever since. Nevertheless, Lidl's strategy in terms of its product range has increased consistently over this period and Lidl has transformed itself from the archetypal hard discounter which sells mainly private label products...

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