

Lidl Hellas & Co EE in Retailing (Greece)

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Abstracts

Network expansion is Lidl's primary focus, with the company announcing an investment plan of €30 million, directed to new outlets and old outlet renewals in 2014/2015. In 2015 it also plans to expand the "bake-off" facilities for freshly produced bread and other bakery products, which were introduced in some of its outlets during 2014, to all its outlets.

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