

# Lidl Slovenská Republika vos in Retailing (Slovakia)

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## Abstracts

Lidl Slovenská Republika vos opened only one new store in 2012 bringing its total number of stores to 120. Its store expansion was halted while the company's focus switched to renovation of its already existing stores. While the search for new profitable locations for Lidl stores will continue in the near future, only few new stores are expected to open for business as the market is already fairly saturated. The company will also continue focusing on its discount promotions and marketing...

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