

Lidl Supermercados SAU in Retailing (Spain)

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Abstracts

Much in line the strategy the company was developing towards the end of the review period, during the forecast period, Lidl Supermercados SA is set to focus its strategy on two pillars. The first of these pillars involves the expansion of the company's discounters chain throughout Spanish territory, although it is likely that the company's expansion plans will be enacted at a much slower pace than the expansion the company undertook during the first half of the review period. The second pillar...

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