

Lovenskiold Handel AS in Retailing (Norway)

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Abstracts

Løvenskiold Handel AS employs an aggressive strategy to consolidate its leading position as low price chains make inroads into home improvement, and gardening stores. The Maxbo brand, which is the company's flagship, intends to develop all three concepts: Maxbo, Maxbo Proff and Maxbo Stormarkedda and Malia.

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