

# LPP SA in Retailing (Poland)

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## Abstracts

LPP aims to strengthen its leadership in apparel and footwear in Poland and expand its sales abroad. The strategic objective of the company is to develop in Western Europe, including Germany, even though this direction is quite expensive and the competition is strong. The company also intends to open new stores in Eastern Europe, including in Russia, Ukraine, Romania and Belarus. The company announced further growth in the sales area, planned to reach 8-9% in 2017, and double-digit growth in 201...

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