

Magazine zum Globus AG in Personal Accessories (Switzerland)

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Abstracts

Magazine zum Globus is continuing to invest in the modernisation of its department stores and the organisation in order to improve efficiency, which befits its upmarket image. It is expanding within the country, but at a slow pace, placing emphasis on the profitability of each outlet. The company has no plans to expand outside of Switzerland, but is developing effective strategies to maintain its position as the leading department store chain in the premium price segment.

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