

Markant Österreich GmbH in Retailing (Austria)

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Abstracts

Markant Österreich GmbH is planning to achieve substantial growth in the convenience retailing in the near future. The company has announced an aggressive expansion strategy for its Nah & Frisch stores into major cities which are to be positioned as neighbourhood stores. These stores will differ in terms of space and design from their rural and small-town counterparts in order to cater to the needs of urban customer.

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