

Maxima Eesti OÜ in Retailing (Estonia)

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Abstracts

Maxima Eesti OÜ is seeking to gradually improve its value share and become the leading grocery retailer in Estonia. As such, the company is aiming to continually expand. In order to attract consumers, Maxima Eesti OÜ aims to offer lower prices and hence is very often perceived as a soft discounter.

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