

Maxima Latvija SIA in Retailing (Latvia)

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Abstracts

The company's sales and reputation were strongly damaged after the tragedy in Zolitude Maxima supermarket on November 21 in 2013 when 54 people were killed after an outlet's roof constructions collapsed. Thus, the key future goal of Maxima Latvija SIA is to restore the company's image and financial performance. In order to do this, Maxima Latvia SIA will implement a program consisting of three directions: the safety of customers and staff, improvement of employee working conditions and aid to...

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