

Mercator - BH doo in Retailing (Bosnia-Herzegovina)

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Date: January 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: M65C8D059EDEN

Abstracts

Slovenian corporation, Poslovni sistem Mercator dd, was acquired by the Croatian corporation, Agrokor. As part of this acquisition, Mercator's stores in Bosnia-Herzegovina were taken over by Konzum, a subsidiary of Agrokor in 2014. The Mercator retail brand will cease to exist in Bosnia-Herzegovina and Mercator's outlets will be rebranded according to Konzum's brand typology.

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