

Mercator - H doo in Retailing (Croatia)

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Date: January 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: M47604B8C4BEN

Abstracts

Just before the deadline for acquisition, Croatian Agrokor purchased the majority stock of Slovenian Mercator dd, owner of Mercator – H. It remains to be seen how Agrokor will re-group its new business empire. The trade press has been reporting on Agrokor's strategic plans about Mercator, and expectations are that the Mercator and Getro brands will cease to exist in Croatia and Bosnia-Herzegovina, while a new company, Adria Retail Mercator, would start afresh in Slovenia, Serbia and Montenegro.

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