

Merlin.pl SA in Retailing (Poland)

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Abstracts

Merlin.pl SA is seeking to adapt its product range to changing customer expectations, while also focusing on the development of different delivery options. The company is also looking to strengthen its position in e-commerce in Poland and invest in the development of m-commerce in order to make the most of the opportunities the channel presents. In 2015, Merlin.pl expanded its offer to include food via the merlinfood.pl e-shop and started to trial delivery to Coolomat lockers. If the trial is...

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