

Netonnet AB in Retailing (Sweden)

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Abstracts

Netonnet will continue to focus on both internet retailing and its self-service stores, as its newer self-service stores need to achieve better profitability. The company will still have an online channel as its strategic core, even though it intends to gain more revenue from its stores, and place its self-service stores outside of city centres, where it can claim higher volumes at lower rental costs.

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