

# Netto Marknad AB in Retailing (Sweden)

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## Abstracts

Netto Marknad is expected to open even more new outlets in Sweden to achieve even better geographic coverage. The majority of outlets are located in southern and western parts of the country. The chain wants to expand in the Greater Stockholm area, but it faces the difficulty of finding available land for building its outlets. The ultimate plan is to offer cheap and convenient stores, so-called express outlets, close to populated areas.

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