

Norfos Mazmena UAB in Retailing (Lithuania)

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Abstracts

Norfos Mazmena UAB is expected to remain amongst the top players within grocery retailers. As the company is expanding during a period of economic uncertainty, it will try to cover a larger part of the country's consumer base. The company's key strengths are the variety of Lithuanian brands it offers on shelves, the quality of service it provides and its effective discounting programmes. Furthermore, Norfos Mazmena aims to offer a reasonable price and quality ratio.

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