

OBI GmbH & Co Deutschland KG in Home and Garden (Germany)

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Abstracts

As the leading DIY retailer in Germany, OBI presents itself as a top innovator with regard to store formats, product portfolios and shopping experience. In its attempt to provide customers with continuously increasing levels of convenience, accessibility and service, OBI plans to extend its current store network nationally and internationally. In addition, the existing outlets will keep undergoing regular evaluation and optimisation in order to maintain high standards and exceed customers' expect...

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