

Optik Smart Eyes AB in Eyewear (Sweden)

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Abstracts

Having built up its customer base via rapid geographical expansion in recent years, over the forecast period Smarteyes intends to shift its long-term strategic focus. Specifically, it aims to become Sweden's most recommended optical shops operator by working to improve customer experiences and satisfaction levels. Nonetheless, it is still expected to continue expanding its geographical coverage by opening new outlets across Sweden

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