

Otto GmbH & Co KG in Retailing (Germany)

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Abstracts

Otto has transformed itself from a leader in homeshopping to one of the most successful internet retailing companies in Germany. In future, Otto is expected to invest further in this digital transformation and focus increasingly on customer needs. By placing the customer at the forefront of its activities, Otto aims to embrace the challenges posed by digitisation to the economy and society. With regard to online sales, the company is expected to particularly focus on enhancing its m-commerce bus...

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