

# Palink UAB in Retailing (Lithuania)

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## Abstracts

Palink UAB is expected to remain one of the top players within grocery retailers by striving to improve its customer service. Consumers perceive Palink UAB, which operates within retailing under the Iki brand name, as a first mover and innovative company which is continuously searching for new solutions. The company will continue to expand its outlet network in order to capture a larger part of the consumer base over upcoming years.

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