

Poslovni Sistem Mercator dd in Retailing (Slovenia)

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Abstracts

The acquisition of Poslovni Sistem Mercator by Croatia's Agrokor has resulted in even more ambitious strategic goals for the company, which aims to be the biggest, most effective and most successful retailer in Slovenia and the region. This has resulted in a strong focus on process and organisational structure optimisation, particularly in supermarkets, hypermarkets and convenience store retail networks. The focus on grocery retailing has brought about a solid understanding of local consumer nee...

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