

Praktiker Bau & Heimwerkermärkte Holding AG in Retailing (Germany)

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Abstracts

Praktiker Bau & Heimwerkermärkte Holding AG known as Praktiker has set up a huge restructuring programme, during which about half of all Praktiker outlets will be transformed into Max Bahr outlets by the end of 2013. The transformation will affect the outlets' product portfolio and consultation service, and of course the outlets' name and design will be switched from Praktiker to Max Bahr. The decision was a consequence of the great difficulties that the company's main brand, Praktiker, faced...

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