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Pro Optik Augenoptik Fachgeschäft GmbH in Eyewear (Germany)

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Abstracts

Being ranked third in terms of number of outlets in Germany, Pro Optik aims to maintain its strong position in optical shops in Germany by further expanding its outlet network. To remain competitive with the fast-growing and leading chained optical shops (Fielmann and Apollo-Optik) the company positions its offerings at the budget price level, while claiming to offer a wide product range, top quality and comprehensive customer service. The company is expected to pursue this strategy in order to...

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