

Puukeskus Oy in Retailing (Finland)

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Abstracts

Puukeskus Oy aims to become one of the leading players in Finnish home improvement and gardening stores with a focus on business-to-business sales of building materials. Its number of stores (23) has remained the same in recent years. The company emphasises its environmentally-friendliness and has set itself a goal of gradually meeting ISO 14001 standards.

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