

Rautakirja Oy in Retailing (Finland)

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Abstracts

Rautakirja ran the R-Kioski chain of convenience stores and a chain of media product stores until they were sold in 2012 and 2011. The company's R-Kioski chain faced challenges following the 2010 liberalisation of opening hours for larger-sized retail outlets. This made the company shift its focus from offering grocery retail products to offering convenience, entertainment and self-fulfilment locally. In practice, this has meant an increased focus on pampering and entertainment products in...

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