

Reitan Convenience Norway AS in Retailing (Norway)

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Date: April 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: R3B7B049BE9EN

Abstracts

Reitan Convenience wants to strengthen its position as Norway's most value-driven company. The company wants to increase its market presence in Norway and other European countries. It wants to increase profitability and make all its retailing business more cost-effective and productive. The company is expected to invest in renovating its existing retailing concepts in convenience stores and expand its presence in strategic locations in Norway.

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