

Reitan Servicehandel AS in Consumer Foodservice (Norway)

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Abstracts

Reitan Servicehandel Norge's main strategy is to continue to expand its presence in Norway, and be recognised as the leading company in convenience stores, fast food and retailing. Reitan Servicehandel operates more than 1,500 stores across Norway, Sweden, Denmark and Latvia. The company wants to continue to be known as Scandinavia's most value-driven company. It focuses on refining its business concepts and ideas, and reinforcing a culture in which customers always come first. The company aims...

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