

Reitan Servicehandel AS in Retailing (Norway)

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Abstracts

Reitan Servicehandel AS would like to be known as Scandinavia's most value driven company. Its main strategy in 2012 is to increase profitability by streamlining its retail concept in order to make the chain more cost effective. The company plans to continue expanding in Norway and aims to be the largest, best and leading convenience retailer, not only in Norway but also in Europe.

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