

Reitangruppen AS in Retailing (Norway)

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Abstracts

Reitangruppen aims to further gain share in Norway's ultra-competitive grocery retailing channel over the forecast period. This will be achieved through a continued focus on adding more stores to its Rema 1000 chain across Norway. In addition, Reitangruppen aims to continue with its aggressive pricing policy and recruit more customers through its enhanced reputation as one of the lowest-priced grocery retailers in the country. The Norwegian operator also aims to drive overall growth through its...

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