

# Reiter Betten & Vorhänge GmbH in Retailing (Austria)

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## Abstracts

Reiter Betten & Vorhänge GmbH can rely on its long tradition and strong reputation as a highly competent retailer of quality goods in its specific field. The company enjoys an extremely loyal base of regular customers, but it has made several sensible investments in 2016 in order to attract new, younger customers, which is expected to secure its position over the forecast period.

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