

Rewe International AG in Home Care (Austria)

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Abstracts

Over the forecast period, Rewe International's main strategy in retailing in Austria is to differentiate itself from the competition. Thus, the company is expected to continue to focus on unique services and innovative new store formats while expanding its product range and opening more online shops. In June 2016, it expanded its internet retailing presence by creating an additional online shop: Merkur Online. The retailer aims to gradually extend its delivery reach, which was limited to Vienna...

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