

Rewe Markt GmbH in Retailing (Germany)

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Date: December 2016

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: R1B011D921EEN

Abstracts

Rewe Markt is one of Rewe Group's major business units, being in charge of the company's grocery retailing through hypermarkets, supermarkets, convenience stores and chained forecourt retailers. It is also exploring internet retailing. The company's current and future strategy is to focus on individual shopping needs by offering different store concepts in close proximity to existing and potential customers. Good product quality as well as a wide variety of different and also regional products a...

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