

Rimi Lietuva UAB in Retailing (Lithuania)

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Abstracts

Rimi Lietuva UAB will continue the dynamic development of its private label range and establish a stronger presence for private label products in its retail chain. The company stabilised its share in 2011 and 2012 and the new management team announced ambitious plans for the future, with more stores set to be opened until the end of 2014 than over the whole of the review period combined.

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