

Ruohonjuuri Oy in Health and Wellness (Finland)

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Date: October 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R6539635415EN

Abstracts

Ruohonjuuri Oy expanded from a single outlet marginal retailer to a health and wellness grocery supermarket chain with four outlets. The chain aims to offer a diversified selection of high-quality organic and fair trade products. The company opened outlets in several new cities and it is aiming to keep those outlets profitable and highly customer-focused.

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Contents

Strategic Direction

Key Facts

Summary 1 Ruohonjuuri Oy: Key Facts

Summary 2 Bioferme Oy: Operational Indicators

Company Background

Competitive Positioning

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