

## Simpo ad in Retailing (Serbia)

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Date: January 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S90846EDD6EEN

### Abstracts

Simpo ad focuses primarily on non-grocery goods, especially home and garden specialist retail. The company's plan for the immediate future involves taking steps to improve its position in the domestic retailing industry as well as building upon the 51% of its total revenues derived from the sale of its products outside Serbia.

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