

# Skopski Pazar AD in Retailing (Macedonia)

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## Abstracts

After consolidating its own outlet network during the early stages of the review period, Skopski Pazar ad has continued investing in developing its main retail brands SP Market and MaxiD as well as its further expansion in modern grocery retailers and internet retailing via the [www.doma.com](http://www.doma.com) online shopping portal. Furthermore, the company recently abandoned further development of its Unique retail brand as major health and beauty specialist retailers chains are increasing their presence in...

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