

Solmar Trading Grup SRL in Personal Accessories (Romania)

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Abstracts

Since its revenues declined continuously since 2010, not recovering along macroeconomic growth, and because it has been facing increasing competition from global mono-brands capturing market share at a fast pace, Solmar Trading Grup has needed to readjust its strategy. Additionally the group lost half of its franchised brands, aggravating turnover loss. In 2014 the group started to accept Sodexo passes (salary supplement vouchers accepted by participating retailers) in order to extend its co...

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