

Spar Handels Schweiz AG in Retailing (Switzerland)

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Abstracts

Spar's core strategy will remain strongly geared towards expansion and market share growth in any country where it is present. The retailer also increasingly seeks to respond to consumer needs by offering a multi-format retail strategy: supermarkets for the weekly shop and convenience formats to address the hectic life of its customers. In Switzerland, Spar continued to focus on its sustainability strategy by developing an intelligent distribution logistics system that reduces its carbon...

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