

Stadium Sweden AB in Retailing (Sweden)

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Abstracts

Stadium Sweden will seek growth in terms of opening new stores, outlets and opening special Stadium Plus stores, which specialise in providing a holistic experience. The company chose Cohn & Wolfe as its new PR agency. It also started collecting jackets for needy people in Moldova, Romania and Ukraine, in cooperation with Human Bridge. The company gives a SEK300 discount for those who leave a jacket in store. The company has started taking these actions because it expects openings from new...

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