

Starkki Oy Ab in Retailing (Finland)

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Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: SF0F5D50094EN

Abstracts

Starkki Oy Ab is the third strongest player in the home improvement and gardening stores channel in Finland, and is looking for continued growth. The company has set itself a goal of continuing to grow and offering the best service and selection to meet Finnish demands. In 2012, the company emphasised the importance of sustainability and energy efficiency in building, with Finland continuing to lag behind other countries despite rising consumer interest in the issue. In the near future the...

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