

Suomen Lähikauppa Oy in Retailing (Finland)

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Abstracts

Suomen Lähikauppa's strategic focus for the forecast period will see the company developing what it calls its 'neighbourhood stores', essentially convenience stores. The company is set to focus on improving and modernising its stores and updating its overall image, focusing on its Siwa brand. Since the start of 2015, Suomen Lähikauppa has been re-branding its Valintatalo outlets as Siwa outlets and this transition is expected to be completed by 2018. The company aims to remain in close...

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