

# Swizz Prime Site AG in Luxury Goods (Switzerland)

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## Abstracts

Property management company, Swizz Prime Site took over Jelmoli in 2009. Jelmoli focuses on offering consumers a world of experience in its department store in order to create a unique ambience. The company invests heavily in the modernisation and the refurbishment of the store, but has no intention of expanding into other areas of Switzerland or to overseas markets.

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