

# Systembolaget AB in Retailing (Sweden)

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Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S56239ECF4AEN

## Abstracts

The state-owned company Systembolaget will focus on developing its customer service and product range, but will also continue to be a responsible player in alcoholic drinks. Systembolaget plans to constantly update its product range and to focus on modernising its stores. The company implemented a new product assortment plan in September 2013. The new strategy is more customer-orientated than before, as approximately 300 new items have been introduced as part of its fixed range and 430 items hav...

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