

Tchibo GmbH in Retailing (Germany)

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Abstracts

Tchibo will continue to focus on its coffee business, combined with the so-called theme weeks, in order to attract new and loyal customers to its stores in the future. The concept of offering various products every week around a particular theme (such as kitchen, garden and bathroom) proved successful in the past to attract the core target group of middle-aged and older females; therefore this is likely to be carried forward and further improved over the forecast period. Tchibo is also likely...

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