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Tchibo Warszawa Sp zoo in Retailing (Poland)

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Abstracts

Tchibo Warszawa is focused on the development of an omnichannel strategy. The company optimises its outlets, closing unprofitable stores as part of its restructuring process. Further activities are expected to focus on the modernisation of its existing outlets, mainly through changes in interior design and visual merchandising. The company is also seeking to differentiate itself through a weekly changing range of non-food products. Its non-store distribution channel, internet retailing, is expec...

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