

Tiimari Oyj Abp in Retailing (Finland)

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Abstracts

Tiimari was Finland's leading retailer of arts and crafts and office supplies, operating the Tiimari brand. The company was looking for growth by aiming for higher average purchases and higher customer volume. The company aimed to reach this goal, amongst others, by offering products not available at competitors' outlets, strengthening seasonal sales, improving efficiency in smaller outlets and having different types of outlets in different locations. However, at the end of 2013 the company...

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