

Tinex MT dooel in Retailing (Macedonia)

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Abstracts

The strategic goal of Tinex MT is to cement its leading position in the Macedonian retailing industry through continued consolidation of its network of supermarkets, as well as by strengthening the performance of its beauty specialist retail brand Cosmo Tinex. Tinex MT has entered into strategic partnerships with large service providers, including the largest telecom company, T-Mobile, offering a loyalty programme with mutual benefits for consumers of both companies. In addition, Tinex MT has...

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