

Tokmanni Oy in Retailing (Finland)

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Abstracts

Tokmanni's focus is set to continue involving offering value for money products. The company is also set to focus on offering a large selection of domestically produced products, with the majority of its products sourced from Finnish companies at the end of the review period. The company also plans to further expand its store-based retail network during the forecast period, with a particular focus on small towns, and make improvements to its internet retailing services. It also expressed an inte...

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