

Valora Holding AG in Consumer Foodservice (Switzerland)

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Abstracts

Valora Holding operates a network of kiosks and other small outlets located in highly-frequented sites in Switzerland. These outlets offer newspapers and magazines and daily consumer staples, as well as impulse-purchase items. The company launched its Valora 4 Growth strategy campaign implemented between 2010 and 2012, which resulted in a set of successful acquisitions that enabled Valora Holding to increase its profitability and strengthen its position in the industry. In November 2012, Valora...

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