

# Van Holding EOOD in Retailing (Bulgaria)

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## Abstracts

Van Holding EOOD has more than a decade of experience in the grocery category. Its main brand, the Fantastico grocery chain of stores, has been popular in Sofia for years, and has made the company one of the leaders in Bulgarian retailing. The company is facing competition from multinationals entering the country but it relies on its advantage of knowing well the specific tastes and preferences of Bulgarians, as well as on the fact that its outlets are located in the capital Sofia where the...

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