

# Venue Retail Group AB in Personal Accessories (Sweden)

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## Abstracts

Venue Retail Group has since the beginning of 2014 experienced a time of financial difficulties and began closing down unprofitable stores across Sweden to regain positive financial development. Many of the company's overall strategic goals are in the areas of profitability or various cost-cutting measures. The overarching company goal is to be Sweden's leading player in personal accessories. Moreover, it intends to continue to develop the company's store brands, and to discover and develop new...

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