

Veropoulos Bros SA in Retailing (Greece)

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Abstracts

Veropoulos Bros was particularly pressurised by rival grocery retailers over 2010-2012, being among the few chains to see its network shrink. In 2013 the company will continue to rationalise its network, aiming for an increase in profitability while will also attempting to revitalise sales by promoting its private label lines and making discounts and offers on branded goods.

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