

Veropoulos Dooel in Retailing (Macedonia)

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Abstracts

Veropoulos Dooel remains focused on operating a chain of large-format modern grocery retailers outlets in channels such as supermarkets and hypermarkets, with the highest concentration of its outlets in and around the Macedonian capital of Skopje. The company's strategy over the forecast period is set to focus on expanding its network of supermarkets and its single hypermarket and the consolidation of its operations. During 2014, Veropoulos Dooel expanded its network of supermarkets in...

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