

Vision Express SP Sp zoo in Eyewear (Poland)

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Abstracts

Vision Express focuses on further development and strengthening of its prominent market position by expanding its sales network. In particular, the new venues are established in medium-sized and smaller towns. The illustrative example of such strategic step is the opening of a new Vision Express venue in the shopping mall Raj in Debica in October 2016. The parlour has 107 square metres of selling space and is located next door to other popular retailers such as Deichmann, Rossmann and Orsay.

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