

Vistula Group SA in Personal Accessories (Poland)

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Abstracts

The company's main strategic goal is to further develop the retail network of W Kruk, both in the areas of its own stores as well within a framework of its franchising scheme. The concept includes the opening of new promising locations and closing outlets which do not generate expected sales results. In some cases, these stores are re-located within the same shopping centres. The company invests in the modernisation of its previously opened showroom in order to keep pace with other leading opera...

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