

# Volg Detailhandels AG in Retailing (Switzerland)

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## Abstracts

With its reputation of being a traditional Swiss grocery store located in small villages and towns, Volg has a clear niche strategy. Traditionally present in the German-speaking part of Switzerland, the retailer is expected to strengthen its presence in the French-speaking part. The first Volg outlet in the French-speaking part opened in December 2011.

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