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Volg Konsumwaren AG in Retailing (Switzerland)

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Abstracts

With its reputation of being a traditional Swiss grocery retailer 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 of the country over the forecast period. The first Volg outlet in the French-speaking part of the country opened in 2011, and there were 17 outlets in this area in 2014. More outlets are expected in the coming years.

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