



# CHEAPY LÅGPRISBYGG

20 STORES  
120 EMPLOYEES



## MARKET INFORMATION

Area of operation:  
Cheapy operates in southern Sweden.

Customers:  
Consumers, i.e. DIYers.

## TYPES OF STORES

DIY stores.  
Cheapy is DT Group's chain of discount stores, which targets price-conscious consumers, i.e. DIYers.

## LOGO



## MANAGEMENT

Karsten Kehler, Chain Manager  
Born 1968  
Hired in 2002

## ADMINISTRATION

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