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7-Eleven Japan Co Ltd in Consumer Foodservice (Japan)

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Abstracts

After the controversial replacement of Seven & I holdings' charismatic CEO, Suzuki, in 2016, 7-Eleven Japan is likely to shift towards new strategies in the forecast period. The company will continue to focus on offering exclusive products, while it also plans to overhaul its omni-channel strategy, with a new strategy set to be announced in 2018. 7-Eleven Japan also announced in August 2016 that it will invest heavily in upgrading its logistics systems, offering store owners more efficient order...

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