

7-Eleven Japan Co Ltd in Retailing (Japan)

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Date: January 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: 793A64B30BEEN

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 has stated that it plans to slow its rate of expansion slightly and will also close more underperforming outlets, thus increasing the number of high-profit stores in its network. The company will also seek to improve the quality and appeal of existing stores, with a focus on catering specifically to the customer ne...

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