

7-Eleven Stores Pty Ltd in Retailing (Australia)

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Abstracts

7-Eleven Stores continues to focus on building economies of scale through expanding its number of franchisees in the capital cities in the eastern states. This expansion strategy is expected to strengthen 7-Eleven's ability to compete equally with the bigger players including Wesfarmers Ltd and Woolworths Ltd. Over the forecast period, the company is expected to continue to invest into building the 7-Eleven brand in an attempt to enhance the consumer shopping experience and product innovation.

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