

99 Speedmart Sdn Bhd in Retailing (Malaysia)

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Abstracts

99 Speedmart Sdn Bhd will continue to expand its outlet network across Malaysia, not only West Malaysia but also East Malaysia, over the forecast period. The outlets mainly open in residential areas for the convenience of local communities to buy essential items without going further afield. The company also offers competitive prices because it opts for low profit margins to encourage volume sales by customers.

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