

Aldi Inc in Retailing (USA)

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Abstracts

As the low-price leader in grocery retailing, discount grocery retailer Aldi takes a “less is more” approach. The company keeps costs down by carrying a limited assortment of grocery items, building smaller stores than its competitors in lower rent areas, and streamlining store operations, such as employing fewer employees. These practices enable it to pass along cost savings in the form of lower prices to consumers. The recession helped position Aldi for growth, and with overall real estate...

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