

Alfa-Beta Vassilopoulos SA in Retailing (Greece)

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Abstracts

Alfa-Beta Vassilopoulos is following closely the proposed merger of Sklavenitis J&S and Marinopoulos and it has already launched a long TV advertising campaign, which promotes discounts on over 300 basic grocery products. The strategic reaction to the consolidation of the industry is to make further discounts on its prices in order to attract customers before mergers and acquisitions of its rivals take place. At the same time, small supermarkets and convenience stores remain areas of interest fo...

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