

Alimentation Couche-Tard Inc in Retailing (Canada)

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Abstracts

In Canada, to ensure customer traffic and revenue growth, Alimentation Couche-Tard is focusing on improving store layouts and the checkout experience, as well as impulse purchase displays and cross-merchandising to drive impulse purchases. The company is also placing great emphasis on its foodservice and beverages offerings, including fresh foods, which will become a strong focus of future merchandising and marketing developments through an announced new prototype for fresh food offers to be tes...

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