

Anvar TOO in Retailing (Kazakhstan)

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Abstracts

During 2014, Anvar TOO opened a new hypermarket in Kazakhstan, bringing the number of hypermarkets it operates in the country to two. The company is increasing its sales not only by opening new hypermarkets but also by optimisation its existing outlets. During the review period, the company paid particular attention to attracting new consumers and reducing the prices it charges for a variety of products. During the devaluation of the Kazakh tenge, the company engaged in attempts to increase its...

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