

AR Zim Direct Marketing Ltd in Retailing (Israel)

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Abstracts

In order to benefit from the trend of key players exiting the hypermarkets channel in order to focus on discounters, AR Zim Direct Marketing Ltd is planning to strengthen its brand name and brand loyalty through a new customer loyalty plan. Moreover, the Kimat Hinam brand is expected to grow through new outlet launches; with the outlets expected to be the key stores in the company's real-estate shopping centres.

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