

Artee Industries Ltd in Retailing (Nigeria)

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Abstracts

Since the instigation of its partnership with Netherlands-based Spar Centrale BV in 2010, Artee Industries Ltd has continued to target the leading position in store-based retailing in Nigeria. After initially planning to convert all of the outlets in its Park n Shop chain to Spar outlets, the company is now establishing the two chains side-by-side, with Park n Shop focusing more on consumer electronics whilst Spar now focuses more on grocery retailing. To this end, the sizes of Spar outlets are...

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