

Auchan France in Retailing (France)

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Abstracts

Due to ongoing negative results, Auchan France is likely to accelerate the major reorganisation plan it announced in 2015. For the new management team, the priority will be to improve in terms of flexibility and competitiveness, notably by returning to its original governance rules. Auchan France also has to reorganise its offering, mainly in fresh and chilled processed food and non-grocery products, accelerating its multi-channel strategy (Auchan is one of the best performers in click-and-colle...

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