

Auchan Group SA in Retailing (Italy)

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Abstracts

The main focus of Auchan's business in Italy is on hypermarkets, a channel which has suffered during the economic recession and it will be the years due to the fact that Italian consumers are beginning to favour smaller retail outlets in convenient locations rather than large stores located on the outskirts of towns and cities, which are difficult to reach for those who do not have the use of a car.

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