

Auchan Magyarország Kft in Retailing (Hungary)

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Abstracts

Maintaining profitability amid unfavourable business conditions for hypermarkets is ahead of every other business objective like store expansion, as recent regulations are unfavourable for Auchan. New additions of over 800 items to its grocery and non-grocery private label range and expanding them into the premium range will be the future focus to improve the shopping experience. The introduction of smaller 5,000 sq m large outlets, franchised stores and internet retailing are among the future...

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