

Auchan-Ukraine Hypermarket TOV in Retailing (Ukraine)

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Abstracts

In the near future, Auchan-Ukraine Hypermarket will restrain its expansion strategy in view of the unfavourable economic situation in Ukraine. With time, it is likely to reconsider its strategy and begin further regional expansion. The company will be particularly competitive due to its focus on offering the most reasonably priced products to its consumers and a high level of customer service apart from attracting consumers with a particularly wide assortment of products, covering both grocery a...

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