

Bennet SpA in Retailing (Italy)

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Abstracts

Bennet has been focusing its strategy in the last five years on building and developing shopping malls, with the aim of creating a unique shopping environment for customers. During the last two years, however, turmoil in the Italian economic environment has raised questions regarding this strategy, as while large shopping malls are appealing as consumers can buy everything in the same place, hypermarkets may face a decrease in sales. During the second half of 2012 and in 2013, Bennet will.

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