

Big C Supercenter PCL in Packaged Food (Thailand)

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Abstracts

Outlet expansion will be a key direction strategy over the early part of the forecast period. The company has set its budget at around THB8.0 billion to expand across all retail formats, including hypermarkets, supermarkets and convenience stores. Mini Big C, the convenience store chain, is set to record the highest number of new outlets of around 200 in 2017. The company aims to expand in terms of its owned operations and franchises.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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leading brands;

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Contents

Strategic Direction

Key Facts

Summary 1 Big C Supercenter PCL: Key Facts

Summary 2 Big C Supercenter PCL: Operational Indicators

Internet Strategy

Private Label

Summary 3 Big C Supercenter PCL: Private Label Portfolio

Competitive Positioning

Summary 4 Big C Supercenter PCL: Competitive Position 2017

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