

Big C Supercenter PCL in Retailing (Thailand)

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Abstracts

Big C Supercenter PCL is planning to aggressively expand while also develop new distribution centres over the forecast period. The company is aiming to increase the number of its new outlets across hypermarkets, supermarkets, convenience stores, forecourt retailers, parapharmacies as well as cash and carry to reach a total of 1,250 outlets by 2016. Its convenience stores Mini Big C format is expected to reach 950 outlets, particularly in chained forecourt retailers at the Bang Chak petrol...

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