

Bizim Market MMC in Retailing (Azerbaijan)

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Abstracts

Bizim Market, being one of the leaders in economy and medium-price supermarkets, is focusing on maintaining a leading position in supermarkets in Baku. Although it has a strong competitor within these price segments, such as Bazarstore, the company aims to develop its hypermarket format and expand into regional cities. Bizim Market will also pay more attention to its premium stores, and considers starting regional expansion for the category.

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