

Canadian Tire Corp Ltd in Retailing (Canada)

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Date: February 2017

Pages: 6

Price: US\$ 150.00 (Single User License)

ID: C496D365B38EN

Abstracts

Canadian Tire Corp remains one of the largest Canadian-based retailers, but faces competition from a number of different channels. The company is striving to remain competitive through improving the in-store experience, rewarding customer loyalty and improving its digital presence. Canadian Tire conducted a three-year store renewal programme, either building, replacing or remodelling nearly 200 stores in order to integrate a more productive floor plan and include price look-ups and customer serv...

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