

# Canteen Stores Department in Retailing (Pakistan)

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## Abstracts

Canteen Stores Department, the government's initiative in value-orientated retailing, plans to become a competitive modern grocery and mixed retailer at par with the international players in terms of store format, product quality and product variety while maintaining its promise of competitive prices in Pakistan. CSD initially targeted people living in cantonment areas but is expected to expand further and cater to the general population.

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