

Carrefour (China) Hypermarket Co Ltd in Retailing (China)

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Abstracts

Carrefour targets long term development in China, to be achieved by steady expansion, particularly in the newly developing urban areas, under the urbanisation scheme in the country. The company aims to be present in 100 cities by 2016, up from 75 cities at the end of 2013. To combat the rapid growth of internet retailing, Carrefour will continue to strengthen the supply of fresh produce, which is the weakest link for internet retailers.

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