

Carrefour Indonesia PT in Retailing (Indonesia)

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Abstracts

Following the acquisition by well-established Indonesian business empire CT Corp, Carrefour is likely to continue its outlet expansion over the forecast period. Aiming at double-digit annual growth, outlet expansion to less developed cities remains one of the company's strategic decisions. The company is expected to change its brand name temporarily to Trans Carrefour in the medium-term, then the brand name will eventually be "Trans" by the end of the forecast period, as the licensing deal...

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