

Carrefour Italia Commerciale Srl in Retailing (Italy)

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Abstracts

Carrefour has been suffering in Italy in recent years due to the economic recession, which has struck the channel of hypermarkets more severely than other grocery retailers channels, with the result that Carrefour has suffered from the negative effects of economic recession more than grocery retailers channels in which outlets are smaller and generally more conveniently located. Despite these difficulties, however, the company has decided to maintain its current Italian business model and...

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