

# Casino Guichard-Perrachon SA in Retailing (Vietnam)

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## Abstracts

Casino Guichard-Perrachon SA will continue to pursue its goal to become the leading retailer in Vietnam by further expanding its hypermarket chain to penetrate less developed areas in the countryside. In the meantime, the company will also invest in new product development research to supply the market with new private label products, which will also bring about considerable revenue.

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