

Circle K Sunkus Co Ltd in Retailing (Japan)

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Date: March 2015

Pages: 4

Price: US\$ 572.00 (Single User License)

ID: C93FE647BAEEN

Abstracts

As the Japanese population continues to shrink, Circle K Sunkus Co Ltd is focusing on tailoring its services in small trading areas. In particular, the company is increasing the number of outlets which target specific groups such as the elderly, people living in single-occupancy households and busy working women and housewives. The company is also placing more emphasis on the development and promotion of its private label products through its global brand owner Uny Group Holdings Co Ltd. In...

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