

CP All PCL in Retailing (Thailand)

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Abstracts

CP All's strategy is unlikely to see a significant change. It aims to maintain its leading position in convenience stores, not only in terms of the number of outlets, but also in value terms. The company's objective remains the same – to roll out new 7-Eleven outlets to approximately 600 new locations each year, to approach 10,000 outlets by 2018. The company will prioritise expanding franchised 7-Eleven outlets rather than operating these establishments itself. The number of chained forecourts...

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