

CVS Caremark Corp in Retailing (USA)

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Abstracts

CVS Caremark Corp is expected to refine its segmentation approach and grow its store base in the next year. The company has a stated goal of annually adding 2-3% to its total retail footprint, with a recent push towards urban format stores that focus on general merchandise and the convenience factor, planning to build nearly 100 of these in 2013. The urban format also features expanded grocery selection and ready-to-eat foods. CVS Caremark will also begin testing a new suburban store format in...

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