

# Daiei Inc, The in Retailing (Japan)

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Date: May 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: D6D9188EE12EN

## Abstracts

The Daiei Inc aims to improve store layout and make shopping easier and more convenient for customers. By collecting and analysing data on sales, shelf space is strategically planned to encourage further purchase. With the growing number of elderly consumers, the company is making alterations to its offering; for example, it will increase the number of small pack sizes in its deli products. The company will also increase the number of outlets where consumers can use membership card and quality...

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