

FamilyMart Co Ltd in Retailing (Japan)

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Abstracts

In April 2015 FamilyMart published its mid-term management plan towards 2018 in which the company describes convenience stores in Japan as the third phase, where consumers “select” convenience store brands depending on the values each brand offers. In the plan the company introduced its strategy on products, outlet formats and store operations as areas of focus to achieve the mid-term plan. In the domestic market particularly the company focuses on “Nakashoku” (home meal replacement) as a...

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