

Galec - Centre Distributeur Edouard Leclerc in Retailing (France)

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Abstracts

Although Leclerc has continued to perform well in France, it still faces numerous challenges. Firstly, although engaging in an extended price war is not the only way forward, the company seeks to maintain its image as being the cheapest modern grocery retailer in France. Given the success of its promotional activities and television advertising campaigns highlighting its cheaper prices than its competitors, it will likely continue with this strategy. Secondly, internet retailing should account f...

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