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Hamashbir 365 Holdings Ltd in Retailing (Israel)

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Abstracts

Hamashbir 365 Holdings does not only focus on sales but also on creating an environment that will provide consumers with good experiences and encourage return visits and frequent purchases. In addition, the company has also started to focus on competing with increasingly popular low-cost retailers and recently launched a private label range of its own. Hamashbir plans on expanding the private label line into most of its markets in 2017.

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