

Hero Supermarket Tbk PT in Retailing (Indonesia)

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Abstracts

With competition in modern grocery retailers having increased in recent years, Hero Supermarket Tbk PT is likely to slow its expansion plan down during the forecast period, in order to focus more on regaining its profitability, which witnessed a sharp decline during the review period. The closure of some of its outlets will continue to be seen, especially its convenience stores and supermarkets. The company's recent venture into homewares and home furnishings stores with the opening of an IKEA o...

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