

# Home Centers (DIY) Ltd in Retailing (Israel)

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## Abstracts

Home Centers (DIY) plans to continue to expand its product portfolio and services into new high-profit categories, such as H-mobile and the store-in-store concept. In addition the company will continue to put a strong emphasis on DIY, and will aim to continue to excite its customers by offering unique advice, services and products. The company is trying to differentiate itself by creating club membership; this is hard for independent competitors to imitate.

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