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Imtiaz Supermarket Pvt Ltd in Retailing (Pakistan)

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Abstracts

Imtiaz Supermarket Pvt Ltd is expected to continue to dominate mass value-orientated supermarket retailing in Pakistan. The company targets the average middle class urban consumer with its promise of the lowest prices and convenience in a modern retailing environment. The company is expected to continue to expand through new store openings and same-store sales growth while maintaining its store size and target consumer profile.

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