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ITM Entreprises SA in Retailing (France)

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Date: February 2015
Pages: 4
Price: US$ 150.00 (Single User License)
ID: I374DC5E0A3EN

Abstracts

After a successful 3-year plan, ending in 2013, ITM Entreprises SA announced its priorities for the French market in early 2014. For this company, gaining share will come through extensive development, including the transformation of its supermarkets into hypermarkets. While it only had 84 hypermarkets over 3,500 sq m in 2014, ITM Entreprises plans to reach a number of 200 by 2018.

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