

J Sainsbury Plc in Retailing (United Kingdom)

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Abstracts

J Sainsbury has a strong focus on consumer-driven research and development, with a close understanding of UK consumer trends likely to shape its strategic direction in the forecast period. In response to a shift towards more frequent shopping and demand for convenience, the company is notably likely to expand in convenience stores and forecourt retailers, focusing on smaller food-to-go outlets. The company will also focus on driving strong growth in internet retailing, predicting that its online...

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