

Korea Seven Co Ltd in Retailing (South Korea)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: KF440CD901DEN

Abstracts

In 2012, Korea Seven Co Ltd acquired another South Korean convenience store brand, Buy the Way. Korea Seven has stated that this acquisition represented the first step towards it becoming the leading company in convenience stores in South Korea. As an operator of convenience stores, Korea Seven is planning to differentiate its product portfolio by introducing more specialised items for convenience stores, including packaged food in smaller packaging sizes. By cooperating with a diverse range of...

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