

# 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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## Contents

Strategic Direction

Key Facts

Summary 1 Korea Seven Co Ltd: Key Facts

Summary 2 Korea Seven Co Ltd: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Korea Seven Co Ltd: Private Label Portfolio

Competitive Positioning

Summary 4 Korea Seven Co Ltd: Competitive Position 2012

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