

LIFE Corp in Retailing (Japan)

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Abstracts

LIFE Corp has outlets focused in eight prefectures in the Kansai and Kanto regions. The company's outlet expansion strategy continues to be concentrated in these areas, and it has a plan to reach 250 outlets over the forecast period. Additionally, LIFE Corp announced the extension of its 3-year strategic plan to include 2012. The plan is to meet changing consumer needs by pursuing efficiency and cooperation and to become one of the most trusted supermarkets among consumers in Japan.

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