

Magnit OAO in Packaged Food (Russia)

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Abstracts

Magnit claims plans for further expansion of its retail chain through increasing the density of its presence, as well as organic growth in regions where it has a lower presence. The company emphasises adherence to a multi-format business model that includes development of small supermarkets and convenience stores in residential areas, as well as large hypermarkets, outlets for family shopping and a drugstore retail chain. Magnit will strive to increase brand loyalty and work towards optimising...

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