

Magnit OAO in Retailing (Russia)

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Date: January 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: M8D61D76376EN

Abstracts

Magnit is focused on the further expansion of its chains of stores, increasing the density of coverage in key markets and organically expanding in the least developed regions of Russia. The company also plans to develop its multichannel business model by operating convenience stores, hypermarkets, supermarkets and drugstores/parapharmacies.

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