

Magnit PAO in Packaged Food (Russia)

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Abstracts

Magnit OAO is planning a further expansion of its retail chain through increasing its presence as well as organic growth in regions with a lower presence. The company emphasises its adherence to a multi-format business model which includes the 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 plans to increase brand loyalty and work towards optimising costs. Magnit OAO is a...

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