

Mega Image SA in Retailing (Romania)

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Abstracts

Mega Image SA faces increasing levels of competition coming both from its direct competitors in supermarkets as well as from discounters and hypermarkets. The company recognises the threat that this situation poses to its growth plans and is acting accordingly. For instance, during 2011 the company launched a new outlet format called Shop & Go, which are smaller outlets located in crowded urban areas which offer advantages such as later closing times. The aim of the Shop & Go format is to take...

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