

Mega Image SRL in Packaged Food (Romania)

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Abstracts

Mega Image operates a large retail chain under different brand names, depending on the type of store. The company is highly active in new launches, especially for the supermarket chain, Mega Image, and the convenience store chain, Shop & Go, oriented to proximity retailing. Innovations are directed towards new formats which it has recently developed, such as its Mega Image concept store and the retailing of traditional Romanian products in specific stores under the Gusturi Romanesti brand. The c...

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