

Mega Retail Ltd in Retailing (Israel)

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Abstracts

Mega Retail is in a very difficult state both financially and in terms of its positioning. The company, which has encountered financial difficulties and has huge debts to banks and suppliers, will have to implement a restructuring plan and close unprofitable outlets, for a start. The company is currently negotiating the sale of its chain Eden Teva Market, which has caused the company significant losses. In addition, the company is likely have to begin a rebranding process in order to adjust...

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