

# Mercuries & Associates Ltd in Retailing (Taiwan)

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## Abstracts

Mercuries & Associates Ltd is expected to continue to pursue a strategy of rapid expansion of its dynamic Simple Mart supermarket banner. The company has the financial capability to withstand mounting competitive pressures and pursue rapid expansion. This will likely see it adapting stores to suit locations, with a focus on smaller, easier to open outlets, positioning it some way between a standard supermarket and a convenience store. In the longer term, the company may have to respond to...

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