

Mydin Mohamed Holdings Bhd in Retailing (Malaysia)

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Abstracts

Over the forecast period, Mydin Mohamed Holdings Bhd will open more outlets, especially upon recognising the inherent market potential in East Malaysia. The reason behind strengthening its network in Malaysia is because the company wants to get closer to consumers. To increase accessibility, it is also in favour of expanding into other retailing channels, such as convenience stores, in order to secure further share in retailing.

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