

Piccadilly AD in Retailing (Bulgaria)

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Abstracts

Piccadilly, a modern grocery retail chain combining convenience stores, supermarkets and hypermarkets, is struggling for direction. After Delhaize Group sold the chain, in a surprise move in early 2014, Piccadilly effectively merged with Carrefour. At the end of the review period, what little was known of the plans of the owners on the future of both grocers was that they will continue to operate under their respective brands and that both will seek to improve their standing within retailing...

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