

PresiCarre Co Ltd in Retailing (Taiwan)

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Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PA8D2419883EN

Abstracts

PresiCarre Co Ltd is expected to continue to pursue a similar course of action to its present strategy. The company remains the leader in hypermarkets. Further store expansion is not expected as there exists little room in Taiwan for large-scale outlets. The company may close down some underperforming stores in smaller cities, where they face stiff competition, but continue to maintain a presence through reduced store numbers.

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