

Rami Levi Shivuk Hashikma in Retailing (Israel)

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Abstracts

As part of Rami Levi Shivuk Hashikma's strategy the company is expected to increase its outlet numbers by opening new outlets itself, or by acquiring chains or stores from other chains in order to reach nationwide coverage, whilst maintaining the stores' discount features and the same cost structure. In addition, the company will expand its activity within the group's members' club. The company is also expected to expand its online shopping services. It is also likely that the company will...

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