

Refah Chain Stores Co in Retailing (Iran)

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Date: March 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: R4778C9A4B4EN

Abstracts

Refah Chain Stores Co encountered strong competition from key new hypermarkets such as Hyperstar and Shahrvand in recent years and thus lost value share. In order to maintain profitability, Refah plans to expand its outlet numbers as well as its product coverage even in smaller cities. Overhaul of the old and traditional structure of the company is a vital step in order for Refah to survive in the Iranian market. Launching an effective internet retailing arm would be an example of this overhaul...

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