

Romania Hypermarche SA in Retailing (Romania)

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Abstracts

Romania Hypermarche is likely to return to slow expansion in its Cora store network in the forecast period, thus capitalising on the growing popularity of hypermarkets. The company is expected to focus on large outlets in major cities, with these offering a wide range of services and extensive private label ranges. Price competition and online marketing are expected to be key elements of the company's strategy in the forecast period, with the company increasingly using social media sites such...

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