

SC GALEC in Retailing (France)

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Abstracts

SG GALEC (E Leclerc) will continue to promote its stores as being less expensive compared to the key competitors in the hypermarkets channel: Low-prices are a key point for consumers during the economic slowdown. However, businesses like jewellers or pharmacies would also profit from the image of E.Leclerc as a value-for-money retailer and are expected to show a good performance, too.

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