

Seven & I Holdings Co Ltd in Retailing (China)

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Abstracts

To accelerate corporate growth in China, Seven & I will started to accept franchising for 7-Eleven convenience stores in North, East and West China in late 2012. Control over qualifications for licensed operation will be kept tight to maintain outlet management quality. The company will aim at increased localisation in human resources, in addition to the sourcing of premium private label lines in China. Furthermore, the market concentration strategy will be continued in China over the forecast...

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