

Shahrvand Goods & Servicing Co in Retailing (Iran)

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Abstracts

Shahrvand Goods & Servicing Co, as the retailing division of Tehran municipality, aims to become the dominant grocery retailer in the capital by expanding its outlet network while modernising its structure by shifting towards digital media. The most important strategic focus of the company is to increase the proportion of non-store retailing in its sales by developing online sales through its website and mobile-based application. This is mainly part of Tehran municipality's policy to reduce heav...

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