

# Shanghai Nong Gong Shang Supermarket Co Ltd in Retailing (China)

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## Abstracts

To fight against rising operational costs amid the increasingly fierce competition, particularly from internet retailers, Shanghai Nong Gong Shang will adjust its development strategy by transforming traditional supermarkets to supermarkets focusing on fresh food. It has also tried the operating hypermarkets plus foodservice outlets, to boost sales. The company will continue to run four retailing formats – hypermarkets, supermarkets, convenience stores and discounters (through a separate NBO,...

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