

Shenzhen A-Best Supermarket Co Ltd in Retailing (China)

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Abstracts

Shenzhen A-Best opened only four new stores in 2011 instead of the planned 20 outlets, and maintained a steady growth pace in 2012 too, given the decelerating macro economy in China, as well as increasingly fierce market competition. As a leading privately-owned enterprise in Shenzhen, Guangdong province, Shenzhen A-Best aims to be among the leading retailers in China, and is committed to forging an exemplary domestic hypermarket brand.

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