

# Shufersal Ltd in Retailing (Israel)

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## Abstracts

Shufersal's strategy is based on leveraging the group's advantages, which include nationwide distribution, financial resilience and the fact that the company is the leading supermarket chain in the country. In addition, the company is expected to continue developing new products for its private label range in order to enter different categories. Furthermore, Shufersal's expansive internet retailing operations will also help to increase the company's consumer base.

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