

Store Corp Bhd, The in Retailing (Malaysia)

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Abstracts

Over the forecast period, The Store Corp Bhd is expected to focus its efforts on diversifying its product portfolio in order to enhance its differentiation from other department stores. Expansion plans are being slowly implemented due to department stores' saturation. It will further offer competitive prices by cutting down unnecessary operational cost. The player might also be more aggressive in opening new outlets for its Pacific hypermarkets which can provide the convenience of one-stop...

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