

# Super Liquor Holdings Ltd in Retailing (New Zealand)

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## Abstracts

Super Liquor Holdings acts as a franchisor, with expansion or decline in its outlet numbers thus being shaped largely by its ability to attract and retain franchisees. The company faced a decline in outlet numbers at the end of the review period, as some owner-operators exited its network, owing to strong competition from internet retailing and recent changes in alcohol policy introduced by councils. The company's lack of an online presence has itself been a disadvantage.

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