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Taiwan Family Mart Co Ltd in Retailing (Taiwan)

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Abstracts

Taiwan Family Mart is expected to continue to match its service provision and development with those of the market leader 7-Eleven. The company is also anticipated to further pursue expansion in outlet numbers in order to improve accessibility and branding, and to further close the gap with the market leader. Store-based operations are likely to remain the key area of focus for Family Mart in the short term with the internet anticipated to be mostly used for brand reinforcement and to connect wi...

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