

## Tiv Taam Holdings in Packaged Food (Israel)

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### Abstracts

Consumers seeking value-for-money grocery retailers is the main threat to Tiv Taam's activity as it is positioned higher and its products are more expensive than other retailers. Unlike other leading retailers, which converted their hypermarkets to discounters, Tiv Taam cannot do so as the shopping experience is its unique selling point. To overcome this, the company is expected to use the fact that its competition as an upmarket grocery retailer is declining and to focus on the shopping...

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