

Trans Retail Indonesia PT in Retailing (Indonesia)

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Abstracts

In 2014, the company began the transformation of its acquired Carrefour store to be Transmart Carrefour. All existing 84 Carrefour stores will change to Transmart Carrefour and eventually will eliminate the Carrefour brand, with just Transmart remaining. After the acquisition of Carrefour stores in Indonesia, Carrefour has allowed the name to still be used for the duration of the forecast period. Transmart employs contrast branding to Carrefour with red colour dominating its entire building.

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