

Waitrose Ltd in Retailing (United Kingdom)

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Abstracts

Waitrose has successfully created a unique identity in the grocery retail landscape – it is seen as offering higher-quality outlets in comparison with its rivals. This allows the brand to stand out against those such as Tesco and Sainsbury's, which are struggling to justify themselves against their discounter rivals. The company will look to open more convenience stores in urban centres, and target wealthier towns with its larger supermarkets.

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