

Wal-Mart Canada Inc in Retailing (Canada)

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Abstracts

Wal-Mart Canada has been immensely successful, with the expansion of its low-cost hypermarket chain throughout the country. Whilst expansion continues, the company is focusing on maintaining its low-cost advantage by launching a cost analytical programme in Canada. Grocers in Canada continue to grapple with the growth of Wal-Mart Canada in discount groceries and the increasing appeal of Costco Canada's narrow selection of grocery product items amongst middle- and higher-income households.

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