

Walgreen Co in Retailing (USA)

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Abstracts

Beginning in 2009, Walgreen slowed down its store openings as it started to reach market saturation in the US, and in 2012 and beyond will likely only grow outlets at a low single-digit rate. Meanwhile, it has focused instead on updating its format with a programme called, Customer Centric Retailing, which includes updated store design and layout, increased focus on interaction with the pharmacy department, and a new product assortment combined with more effective promotion and pricing...

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