

Warehouse Group Ltd, The in Retailing (New Zealand)

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Abstracts

The Warehouse Group's newly appointed chief executive Nick Grayston will continue to focus on executing the previous CEO's vision of streamlining the business, and acquisitions that will benefit the company. In addition, The Warehouse Group will invest in improving its physical stores and expanding its private label operations. The company is expected to continue to attract price-conscious customers by advertising its promotional activities via traditional channels and social media platforms. As...

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