

# X5 Retail Group NV in Retailing (Russia)

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## Abstracts

X5 Retail Group's strategic goal is to continue to expand across Russia, and enter the Siberia region in the second half of 2016. It is more concentrated on expansion to smaller cities with a population below 100,000. The company is also implementing its plan to develop private label brands, increasing the existing number of 4,000 items. Besides, the retailer is set to improve its logistics infrastructure and focus on cost optimisation.

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