

Yamaya Corp in Alcoholic Drinks (Japan)

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Abstracts

Yamaya Corp is the leading alcoholic drinks specialist retailer in Japan. The company started off as a discount retailer of alcoholic drinks with one small store in Miyagi prefecture. The company focuses on offering consumers a good price/quality ratio and it is also in the process of creating a system which will eventually enable it to purchase products directly from overseas manufacturers rather than through other domestic companies and then distribute these products directly from anywhere in...

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