

Yeynot Bitan Ltd in Retailing (Israel)

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Abstracts

After acquiring the Kimat Hinam chain in 2012 and converting its stores into Yeynot Bitan branches, the company acquired Mega in 2016, thus becoming the second largest grocery retailer in the country. The company is expected to utilise its new position in the market and internet retailing website to increase sales and compete with other large retailing chains.

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