

## Strategic Issues In International Retailing

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### **Strategic Issues for Retail CEOs\***

The retail industry is constantly changing and there are always new challenges faced by the players in this competitive industry. Since 2017, there have been several major retail companies that have filed for bankruptcy and this phenomenon might continue through this year. Though it does seem kind of frightening, this is not the end of days for retail.

### **6 Major Challenges in Retail Industry & How to Overcome ...**

Strategic issues refer to important aspects that require attention in order to achieve the business goals of a company. Strategic issues require careful decisions and clarifications to resolve, and have a critical impact on the performance of a business, according to Thomas Ambler of Center for Simplified Strategic Planning.

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International Retailing - Features and Challenges. International Retailing and branding has been one of the sectors that is seeing exponential growth. With increase in standard of living and disposable income, people in developing countries are getting exposed to international brands. Rise of internet and multi-media has further provided impetus to the dream of people to aspire for branded consumer goods.

### **International Retailing - Features and Challenges**

Strategic Issues in Retailing Consumer purchases are often the results of social influences and psychological factors. Need to create marketing strategies to increase store patronage.

### **Chapter 17 Retailing, Class Notes**

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