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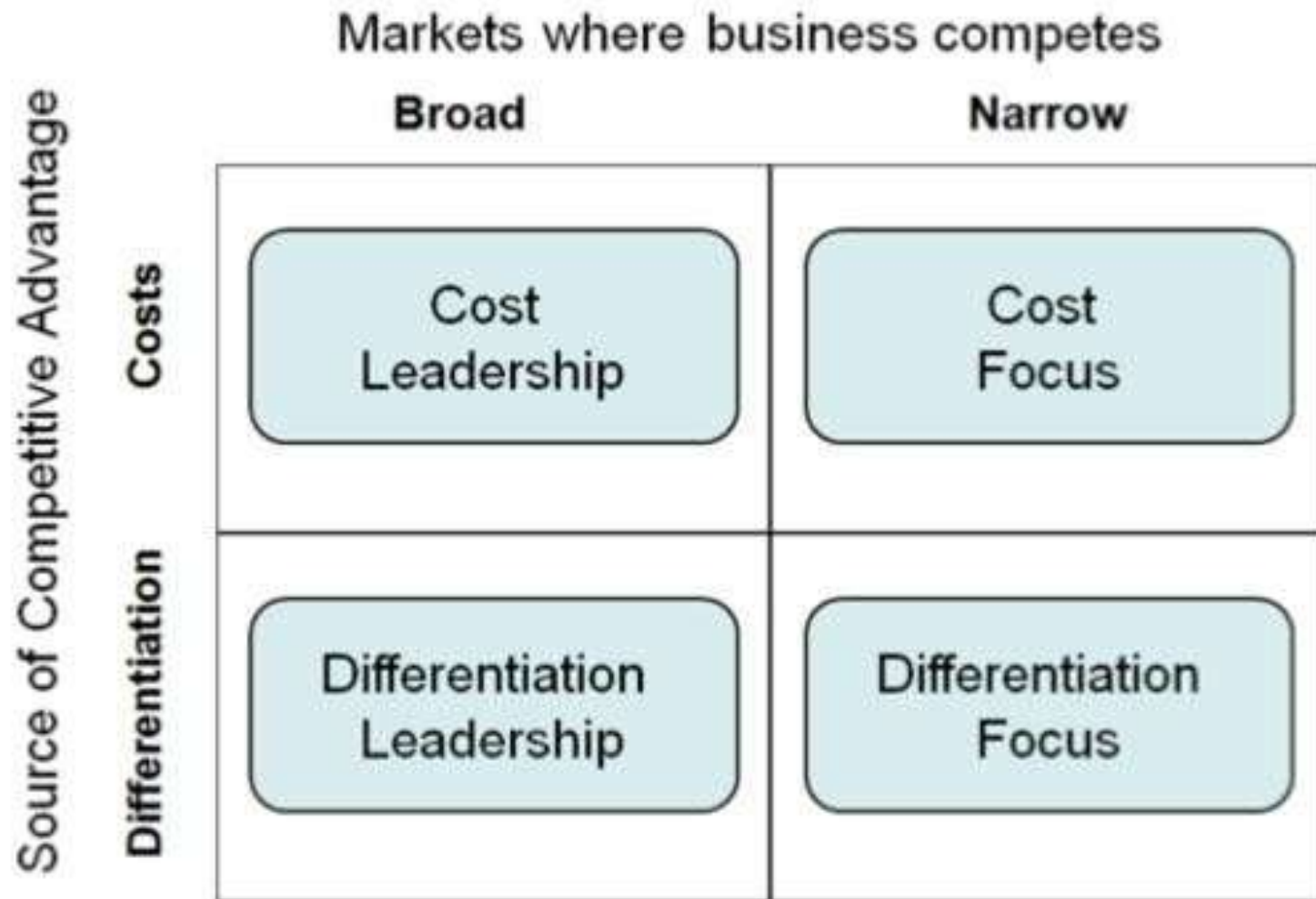
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## E-Content BCH-604 : Retailing Management

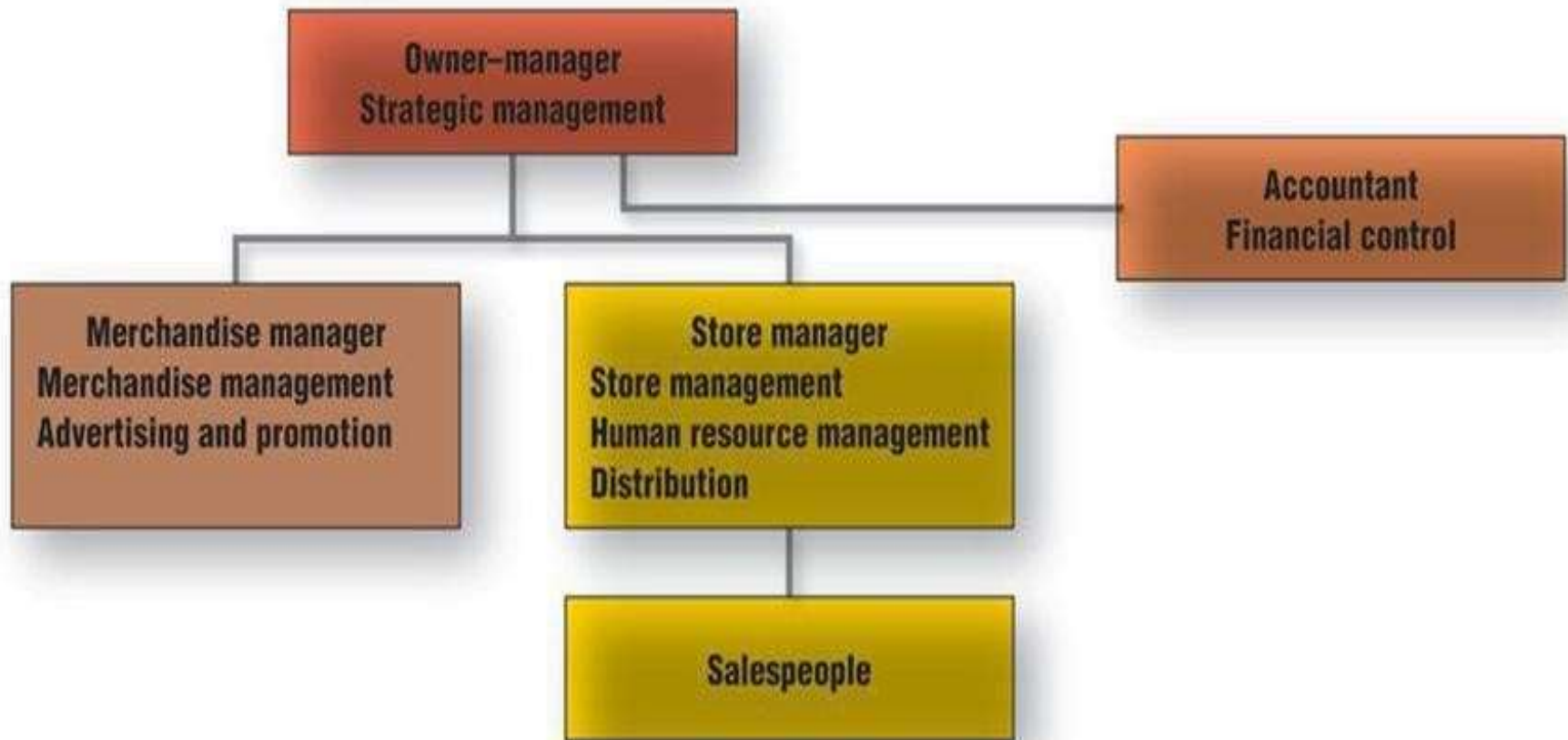
### Lecture 17

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# Porter's Generic Competitive Strategies



# Organization structure for small scale retail



# Organization structure of a chain/

