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Sommario/riassunto	Business world is growing fast. Today, retailing is one of the fastest-growing segments of economy. As one of the nation`s largest employer, the retail industry provides excellent business opportunities. Brand identity becomes important for the success of a business and building brand identity becomes easier, if a retailer opens up multiple outlets. A business chain is a network of physical business locations, which all provide similar services of products, and share a brand. A retail chain is a types of business chain. All units inevitably share some

degree of central management, supply chain

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