

## **Online grocers take stock**

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### **Managerial Article Abstract**

Although the British have embraced online grocery shopping more than any other nation, the market as a whole is still struggling. While it is predicted to become the biggest B2C sector on the Net, fulfilment costs must come down before it can reach its potential.

**Complete Reference:** Kumar, N. (2001), Online Grocers Take Stock, Business 2.0 (UK Edition), March, 46-52.

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