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Abstract
With UK consumers' changing shopping patterns and lifestyles, many famous supermarket stores, such as Tesco, decided to join the convenience sector with different marketing strategies. Therefore, the march of the supermarkets threatens many small family owned groceries. In 1961, the amount of small independent groceries is 147,000. However, until 1997, the number dropped to 28,700. Therefore, the phenomena has affected the existence of small independent groceries.

This problem has already raised the attention from academics, associations, and the government, and they proposed several strategies to cope with and to stop the problem. They are providing training to the staffs and managers, applying technology to assist the store operation, improving the store service, creating a niche market, and building relationship with customers. This research is mainly to discover whether these strategies are feasible or not to the small independent groceries by interviewing successful small grocery owners or managers.
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