

Factors affecting business operations at the retail chain of clean fruit products in Thai Nguyen City

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Abstract: This study aims to assess the necessity of considering factors affecting business operations in the chain of clean fruit retail stores in Thai Nguyen City. The objective is to build an analytical system to identify the most important factors and propose solutions to optimize operational performance. The method combines theoretical and empirical research, with data collected from official sources and direct surveys. The expected results will help businesses in the clean fruit industry have a more solid business strategy, while contributing to the sustainable development of the local market.

Keywords: Clean fruit business, retail chain, influencing factors