

# A Loja Do Gato Preto-España SRL in Home and Garden (Spain)

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## Abstracts

A Loja do Gato Preto continued its expansion in Spain with two new stores in the first quarter of 2012. The success of the company since 2009 suggests the company will not make any significant changes to its strategy and will rely on its successful segmentation strategy, offering modern designs at affordable prices backed up with friendly customer services. Increasing recognition of its brand among consumers and its rising reputation will attract new consumers to its stores. This will offer the...

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