

Aldi Supermercados SL in Retailing (Spain)

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Abstracts

Since its relatively recent arrival in Spain market, Aldi has maintained its focus on a strong expansion strategy. The only year in which the company slowed down its programme of new outlet openings was 2010, also the year in which Aldi closed down 10 outlets in Spain. Nevertheless, and in spite of the poor economic situation in Spain, company sources have indicated that Aldi's growth strategy is set to continue focusing on further expansion in Spain during the forecast period.

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