

Auchan Group SA in Retailing (Portugal)

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Abstracts

Despite the closure of its Jumbo hypermarket in Santarem, Auchan Group still intends to pursue its strategic plan: opening a low-cost petrol station in Faro, in the south of Portugal, modernising the Jumbo hypermarket in Gaia, in the north of the country, and even beginning the construction of a shopping centre in Setubal, in the centre of the country, at the end of 2013. The group will also develop smaller grocery formats and expand the sales area in its smaller, less marketable outlets,...

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