

Automercados Plaza's CA in Retailing (Venezuela)

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Abstracts

Automercados Plaza's CA is a modern supermarket, and a domestic player that will defend its position among Venezuela's top retailers. The brand will possibly incorporate new stores during the forecast period, in new regions of the country. The expected direction of the company is to remain concentrated in the grocery retail channel. Nevertheless, the player will concentrate efforts in the short term on operating existing stores given the numerous problems in guaranteeing product availability.

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