

Carrefour Comércio e Indústria Ltda in Retailing (Brazil)

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Abstracts

Carrefour focuses on a multi-channel strategy in order to increase sales and generate greater brand awareness. Carrefour adopted a new business model in 2014, opening three convenience stores in the city of São Paulo. The company's convenience store banner now has 44 outlets, all in the state of São Paulo. Also in 2014, the company opened its first Supeco store in Brazil. Supeco is a hybrid of a supermarket/cash and carry, informally known as an atacarejo in Brazil.

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