

Carrefour SA in Retailing (Argentina)

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Abstracts

Carrefour has ambitious growth plans for its convenience store network over the forecast period. In mid-2012, the company purchased the Eki Discount chain and it has since converted the outlets into convenience stores under the name Carrefour Express. The number of Carrefour convenience stores increased from 70 in 2011 to 250 in 2013, with this strong expansion being concentrated in the City of Buenos Aires. This strategy is designed to compete with small independent grocery retailers,...

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