

CBA Bulgaria AD in Retailing (Bulgaria)

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Abstracts

In 2015, the company continued to lack strong financial backing. As such, it did not make up much ground in terms of its ability to compete with modern multinational grocers. It also has significant exposure to population centres where the economic difficulties in the country are most pronounced. The chain, which combines 19 different retail companies, pursues a number of different directions, and is therefore more likely to face challenges ahead.

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