

Central Madeirense CA in Retailing (Venezuela)

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Abstracts

Domestic company Central Madeirense CA remained the leading player in grocery retailing in Venezuela in 2015 thanks to a presence in both hypermarkets and supermarkets. The company is likely to open some new stores over the forecast period, especially in underdeveloped regions of the country. Nevertheless, it will concentrate its efforts over the short term on maintaining its existing stores given the numerous problems with product availability.

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