

# Centro Cuesta Nacional in Retailing (Dominican Republic)

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Date: December 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: CD2C5FDB4C7EN

## Abstracts

Centro Cuesta Nacional puts special emphasis on its supermarket chain, as it holds the leading position. The company could expand with new Supermercados Nacional and Jumbo Express outlets. The company will also continue to improve its product assortment, customer service, promotion and pricing strategies.

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