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Cia Brasileira de Distribuição in Packaged Food (Brazil)

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Abstracts

Besides opening new outlets across the country under the Pão de Açúcar, Extra and Assaí flags, and neighbourhood formats such as Pão de Açúcar Minuto and Mini Mercado Extra, Cia Brasileira de Distribuição's strategy in 2017 was to launch a smartphone app called "Meu Desconto" (My Discount). Through this app, the consumer is aware of the offers for various products valid for the week or fortnight, although the price is not available on the app. Consumers activate the products that gain their inte...

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