

Cia Brasileira de Distribuição in Retailing (Brazil)

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Abstracts

Cia Brasileira de Distribuição, the parent company of what is now Via Varejo, is the number one player in Brazilian retailing, on the strength of its diverse holdings in grocery retailing and internet retailing. The company is expected to continue leveraging its massive scale to offer good prices and payment facilities to consumers, and continue strengthening its brands through expansion and increasing efficiency.

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