

# Cia Zaffari Comércio e Indústria in Retailing (Brazil)

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## Abstracts

Cia Zaffari Comércio e Indústria will continue to focus on upscale grocery retailers that differentiate themselves through an improved shopping experience and a strong selection of imported and premium goods. The company, the largest 100% Brazilian-owned retailer, has been slow to expand, but it maintains a strategy of expansion into the São Paulo area in order to build on its traditional strength in the south of the country.

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