

# Cnova France SA in Retailing (France)

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## Abstracts

In 2014, Cnova was created as an alliance between Cdiscount (GBO Casino Guichard-Perrachon) and Nova Brazil in response to the seemingly relentless rise of Amazon. This new player will face two main challenges in the short term. Firstly, Cnova will have to find a solution to its strong losses in Brazil due to an economic slowdown in the country and a fraud-related accounting scandal. In France, where the Cdiscount web store fared much better thanks to strong growth in consumer electronics and ap...

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