

Corporacion La Favorita CA in Home Care (Ecuador)

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Abstracts

The company aims to continue specialising in retail in general, but mainly in modern grocery retailing. Its largest brands strategically cover several target markets, which range from high to middle-low income groups. Corporación Favorita is likely to focus more on expanding in smaller cities. It is likely to invest more in creating a better coverage (with smaller formats) in large cities like Guayaquil and Quito, but at the same time it will keep expanding in fast-growing smaller cities like...

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