

Corporacion La Favorita CA in Retailing (Ecuador)

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Abstracts

Corporación La Favorita CA plans to continue developing in order to keep its leadership among modern grocery retailers. It plans to expand its supermarket and hypermarket brands in smaller urban areas in Ecuador, and for 2012 invested over US\$40 million in order to expand and refurbish its oldest stores. However, even though its focus is grocery retailers, it is also expanding (at a slower rate) its non-grocery brands like Kiwy and Megakiwy.

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Contents

Strategic Direction

Key Facts

Summary 1 Corporación La Favorita CA: Key Facts

Summary 2 Corporación La Favorita CA: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Corporación La Favorita CA: Private Label Portfolio

Competitive Positioning

Summary 4 Corporación La Favorita CA: Competitive Position 2012

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