

Corporación Megasuper SA in Retailing (Costa Rica)

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Abstracts

After Corporacion Megasuper SA was bought by the Colombian Corporacion Olimpica during 2010, most of its outlets experienced a process of close evaluation, which resulted in the closure of the less profitable units and the remodelling of most supermarkets (with 80 in operation in 2014). For many years, this company engaged in developing a positioning based on discounts and promotions, although these features were not capable of consolidating as a differentiated competitive advantage given the.

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