

Corporación Musmanni Internacional in Retailing (Costa Rica)

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Abstracts

After being acquired by Florida Ice and Farm Co SA in late 2011, at the end of the review period Corporación Musmanni instigated a thorough restructuring process, whereby it is changing its position as a food specialist (bakery) towards a convenience store retailer. Even though the change has been gradual and limited to a certain number of outlets which meet the necessary conditions for remodelling (often limited by the selling space), this process continued to gain momentum in 2013 when 30...

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Contents

Strategic Direction

Key Facts

Summary 1 Corporación Musmanni Internacional: Key Facts

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 2 Corporación Musmanni Internacional: Competitive Position 2013

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