

Corporativo Fragua SA de CV in Retailing (Mexico)

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Abstracts

Corporativo Fragua, with its Farmacias Guadalajara brand, is the pioneer of the SuperFarmacia retail concept in Mexico, which involves selling medicines alongside other products and services such as fresh food, packaged food, beauty and personal care products, photographic services and the receipt of remittances from the US. Grupo Fragua's expansion plan involves the strengthening and expansion of its chain of more than 1,600 Farmacias Guadalajara drugstores/parapharmacies.

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