

Coto CICA in Retailing (Argentina)

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Abstracts

Coto has a very different plan of investment compared to other grocery retailers. While the majority are favouring small formats such as convenience stores, Coto is determined to continue investing in hypermarkets. Between 2014 and 2015, the company opened four new hypermarkets, located in the provinces of Neuquén, Mendoza and Buenos Aires, and another in the City of Buenos Aires. In 2016, the company will continue to expand in the interior of the country.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Coto CICSА: Share of Sales Generated by Internet Retailing 2013-2015

Chart 1 Coto CICSА: Coto, Supermarkets in Buenos Aires

Private Label

Summary 2 Coto CICSА: Private Label Portfolio

Competitive Positioning

Summary 3 Coto CICSА: Competitive Position 2015

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