

Distribuidora Internacional de Alimentación (Día) SA in Retailing (Spain)

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Abstracts

2014 saw the company continue with the process of renovating all of the outlets it acquired when it took over the Schlecker chain, the majority of which were acquired during late 2012, rebranding all of these outlets under the new name Clarel. With this diversification strategy, Día aims to reinforce the range of products and services it offers from the consumer health and beauty and personal care industry is, following the general trend of grocery retailers expanded into this but products.

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