

Easy SA in Retailing (Argentina)

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Date: December 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: EAE11B67AA8EN

Abstracts

The emergence of the economic crisis during the review interrupted the expansion plans of Easy in Argentina. The company had plans to expand with the opening of new stores within the country, but was forced to postpone these plans until the economic recession passes.

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