

# El Corte Inglés - Grandes Armazéns SA in Retailing (Portugal)

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## Abstracts

After a positive year in 2015, El Corte Inglés is certain to remain faithful to its current business strategy and further invest to differentiate itself from competitors through the superior levels of customer service provided, as well as investment in product quality and warranties. With the main Portuguese cities increasing their tourism levels, El Corte Inglés is also predicted to focus on the hiring of polyglot employees capable of easily communicating with the increasing number of tourists...

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