

El Corte Inglés SA in Retailing (Portugal)

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Abstracts

In 2011, El Corte Inglés was hoping to open a third department store in Cascais Portugal, but it was delayed to 2013. This new outlet will represent a total investment of €215 million, and will employ some 1,900 people. However, despite the investment in this new department store, the current expansion strategy of El Corte Inglés in Portugal is focused more on its Supercor supermarkets.

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