

Eroski, Grupo in Retailing (Spain)

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Abstracts

Grupo Eroski's strategic plan for 2013-2016 focuses on its outlets located in the northern regions of Spain where Eroski enjoys its strongest position: the Basque Country, Catalonia, Galicia, Navarra and the Balearic Islands. The retailer's strategic plan also aims to continue developing its supermarkets formats whilst undertaking operational cutbacks in order to improve efficiency.

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