

# Esselunga SpA in Retailing (Italy)

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Date: March 2015

Pages: 4

Price: US\$ 572.00 (Single User License)

ID: E83315A17BCEN

## Abstracts

The seemingly never-ending saga of the Caprotti family took another twist during 2014 as the owner of Esselunga, Mr Bernardo Caprotti, opposed his son and daughter assuming control of the company. Nevertheless, Esselunga has continued to invest in the development of its chain of supermarkets with a series of new openings in Prato, Novara, Verona, Milan and Lucca and, for the first time in the company's history, during 2014 Esselunga was able to open stores in the key central Italian region of...

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