

Ferretería Americana C por A in Retailing (Dominican Republic)

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Abstracts

The company's recent venture into commercial real estate via the opening of the Galeria 360 shopping mall in late 2012 has left it somewhat exposed. Galeria 360 opened just after the competing Agora Mall, which is located very close by, and in the middle of an economic downturn. This made it very difficult for the mall to attract retail clients, and by mid-2013 its occupancy rate was still quite low. The financial strain this venture has put on the company will limit its capacity to open new...

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