

G Barbosa & Cia Ltda in Retailing (Brazil)

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Abstracts

G Barbosa & Cia is expected to continue investing in the expansion of its brand in the northeast region. In the first half of 2012, the company opened three supermarkets and two hypermarkets in the states of Bahia, Pernambuco and Alagoas. G Barbosa & Cia is also investing in its private label product line, which was expanded in 2012 to more than 200 items. The company's growing strength in private label aims to attract low-income consumers, but the company also plans to focus on increasing the...

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Contents

Strategic Direction

Key Facts

Summary 1 G Barbosa & Cia Ltda: Key Facts

Summary 2 G Barbosa & Cia Ltda: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 G Barbosa & Cia Ltda: Private Label Portfolio

Competitive Positioning

Summary 4 G Barbosa & Cia Ltda: Competitive Position 2012

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