

Gigante SA de CV, Grupo in Retailing (Mexico)

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Abstracts

Grupo Gigante has in recent years applied a different strategy, exiting the market for grocery retailers and instead focusing on its non-grocery and consumer foodservice portfolios. The company has been expanding its offerings of non-grocery chains through agreements with popular chains in the US to manage these brands in Mexico, to complement its portfolio of domestic brands. This strategy is expected to continue, with Grupo Gigante opening new chains of non-grocery retailers and restaurants,...

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Contents

Strategic Direction

Key Facts

Summary 1 Grupo Gigante SA de CV: Key Facts

Summary 2 Grupo Gigante SA de CV: Operational Indicators

Internet Strategy

Company Background

Chart 1 Grupo Gigante SA de CV: Office Depot, Stationers/Office Supply Stores, in Mexico City

Private Label

Summary 3 Grupo Gigante SA de CV: Private Label Portfolio

Competitive Positioning

Summary 4 Grupo Gigante SA de CV: Competitive Position 2014

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