

GNC Guatemala, SA in Consumer Health (Guatemala)

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Abstracts

GNC is an international franchise that sells both sports nutrition and vitamin and dietary supplement products. The company has been growing in Guatemala through specialty stores located in urban areas of the country, mainly in strategic places such as inside or nearby gymnasiums and shopping centres, which targets its key consumers more effectively. The company also invests in marketing campaigns year-round that result in good awareness of its products.

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