

Grupo E Leclerq in Retailing (Portugal)

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Abstracts

Grupo E Leclerc has set itself the objective of becoming a household name for consumers through a chain of 40 outlets, which will eventually have fully national coverage in Portugal. Nevertheless, it has curtailed its short term store opening programme due to the ongoing adverse economic environment in Portugal, and even closed two outlets in 2011. It is very difficult to make predictions about the group's future in Portugal at the moment.

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