

Grupo el Arbol Distribución y Supermercados SA in Retailing (Spain)

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Abstracts

Since 2010 Grupo el Arbol has been immersed in what the company has described as its 'new era'. This involves a modernisation process which the company is undergoing and has involved the use of a new logo, among other changes. This new strategy aims to consolidate the look of all current El Arbol supermarkets, including those it acquired during the review period from Galerias Primero, Dinosol and Spar. The refurbishment of these supermarkets is being undertaken in order to lend the outlets a...

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