

Grupo Galactica CA in Retailing (Venezuela)

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Abstracts

Grupo Galactica CA (Dorsay) is a department store and a domestic player which operates the well-established chain, Dorsay, in department stores. Dorsay targets middle-income consumers. The expected direction of the company is to remain concentrated in department stores. Nevertheless, the player will concentrate efforts in the short term on operating existing stores given the numerous problems in guaranteeing product availability. It is expected that new stores will not open during the medium term.

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