

Grupo Gessa SA in Retailing (Costa Rica)

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Abstracts

As a result of the increasing competitive environment seen within modern grocery retailers in Costa Rica, Grupo Gessa SA is currently looking for a strategic regional partner to improve its competitive skills and achieve the needed economies of scale to face Walmart dominance in the country which operates more than 200 outlets. With 5 different supermarkets brands/formats and 66 outlets in operation during 2014, this local retailer is anticipated to remained focused on the remodelling of its.

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