

Grupo Lama CxA in Retailing (Dominican Republic)

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Abstracts

Grupo Lama will continue to open new outlets under its Hipermercado Plaza Lama (hypermarkets) and Super Lama (supermarkets) brands over the forecast period, while also expanding the product assortments and range of customer services offered by these two chains. Super Lama in particular is likely to be a key target for investment, as hypermarkets is becoming increasingly saturated and supermarkets looks set to become the next major battleground for organised grocery retailers. That said, the...

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