

Grupo Moreno SA in Beauty and Personal Care (Costa Rica)

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Abstracts

As Grupo Moreno SA continues consolidating its position as the main beauty specialist retailer in Costa Rica through its brand Super Salon, it is expected that it will continue to record increases in the numbers of outlets it operates during the forecast period.

Currently, the company operates 100 stores in Costa Rica and it has plans to open seven new outlets during 2017, while investing further in the development of its online selling platform, which is set to enhance the retailer's capacity t...

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