

# Hipermaxi SA in Retailing (Bolivia)

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## Abstracts

Hipermaxi SA, the largest chained operator of supermarkets and hypermarkets in Bolivia, is focused on expansion through different retail channels. The company owns hypermarkets and supermarkets in the three major cities and a chain of drugstores/parapharmacies. It is expected to open more outlets in the second half of 2016 to continue to develop its reach. In addition, the retailer aims to maintain the selling space of its outlets.

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