

# Importadora y Exportadora de la Patagonia SA in Retailing (Argentina)

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Date: January 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: IDC9D454918EN

## Abstracts

Importadora y Exportadora de la Patagonia, popularly known as La Anónima, intends to continue to invest in small and medium sized cities in the country. According to the company, it is in these locations where there is still high potential for growth. In 2014, in line with this idea, La Anónima opened two new outlets, in Morteros, province of Cordoba, and Comodoro Rivadavia, in Chubut province. So far, the company has no intention of entering the City of Buenos Aires.

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