

# Jerónimo Martins - Distribuição de Produtos de Consumo Lda in Retailing (Portugal)

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## Abstracts

Jerónimo Martins' strategy for the forecast period is expected to focus on maintaining a leading position in retailing. In an increasingly fierce competitive environment, the retailing group is determined to boost sales through its supermarkets and achieve a higher share. In order to achieve this goal, Jerónimo Martins is expected to invest in order to improve its cost efficiency and the profitability of its operations in Portugal. The proximity concept is also likely to be emphasised. In additi...

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