

Ketal SA in Retailing (Bolivia)

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Abstracts

Ketal SA aims to continue to expand in supermarkets. The company is successfully positioned in La Paz and opened its first outlet in the city of El Alto in 2014. The company's expansion through non-grocery specialists included a franchise of the Chilean brand Casa & Ideas (homewares and home furnishings stores). It already positioned this brand in Cochabamba and Santa Cruz.

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