

La Carte des Vins SA in Alcoholic Drinks (Spain)

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Abstracts

La Carte des Vins SA is a specialist retailer which has committed to the expansion of its franchise network in Spain during the forecast period. The adverse Spanish economic conditions represent the main difficulties facing its expansion, as the company goal was to reach 60 new franchises around the country, but the recession forced it to close several outlets during 2011. Nevertheless, its strong distribution network through the on-trade channel and its extensive market knowledge are what...

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