

# La Panería SA in Retailing (Guatemala)

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## Abstracts

La Paneria, SA, known as San Martin, is a Guatemalan bakery shop that has expanded its services and also has restaurants in many outlets. The company continues to expand in Guatemala, achieving growth from within its installed capacity and also increasing in terms of the number of outlets. Customer service and product quality are key differentiators for the brand. Many of the products are baked on the premises, achieving higher quality than other competitors.

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