

La Panería, SA in Retailing (Guatemala)

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Abstracts

La Panería is a Guatemalan bakery shop which also has restaurants in many outlets. It is branded as San Martin to its customers. The company continues to expand in Guatemala, achieving growth from within its installed capacity and also increasing 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 competitors.

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