

# Libertad SCA in Retailing (Argentina)

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## Abstracts

Libertad was another company which decided to bet on convenience stores, with the name Mini Libertad. The company entered this channel in 2012, with the opening of an outlet in the capital city of Cordoba, and by the end of 2014 it reached 10 stores. The intention of the company is to open another 10 outlets in 2015, which were due to be opened in 2013, but due to the poor economic context it decided to postpone this investment.

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