

# Mercadona SA in Retailing (Spain)

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## Abstracts

The forecast period is expected to see Mercadona invest strongly in internet retailing, with its new website expected to be ready by 2017. Mercadona has not been able to take advantage of this channel in the past years and it is now trying to catch up. The company is expected to continue expanding its outlet network, which has formed the basis of its main strategy in recent years. Additionally, the company recently announced its intention to enter Portugal in 2016, with up to four outlets expect...

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