

Modelo Continente Hipermercados SA in Packaged Food (Portugal)

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Date: January 2018

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M3D9EBA5EDFEN

Abstracts

Outlet expansion is expected to be one of Modelo Continente Hipermercados SA's major strategies for the forecast period. With a long-standing presence in packaged food Modelo Continente Hipermercados has a good understanding of Portuguese consumption habits and is expected to focus on smaller concepts. The creation of a unique shopping experience based on the supply of better products at lower prices when compared to competitors is also expected to be part of this player's plan for the outlook p...

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