

# Monterey Foods Corp in Retailing (Philippines)

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## Abstracts

Monterey Foods Corp will continue to strengthen its position in the Philippine market by opening more neighbourhood shops both in Metro Manila and other key cities nationwide. The company will be keen to expand its store network in untapped locations, especially in fast growing cities. In order to boost same store sales, pricing will be made more affordable. Value-added products, like marinated meats, will take more shelf space in order to cater to customers with faster-paced lifestyles.

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