

# Nuevos Almacenes SA in Retailing (Guatemala)

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## Abstracts

Nuevos Almacenes operates four formats of store. The first two are home and garden specialist retailers known as Cemaco and Cemaco Express, differentiated only by the size of the store and the assortment of products found. They also have Juguetón, a toy specialist retailer and Bebé Juguetón, which is a baby products store. The company's strategy is focused on offering customers middle- to low-priced standard- quality items, which also follow the latest trends. Inventory rotation is very importan...

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