

Organización Soriana SAB de CV in Retailing (Mexico)

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Date: December 2016

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: O216B825378EN

Abstracts

During 2016 and 2017, Organización Soriana's main priority is set be the full integration of the stores that it recently acquired from the former Comercial Mexicana SAB de CV and which Soriana started to operate on. At the moment of writing, these stores were still operating under the Comercial Mexicana brand, although Organización Soriana only has the license of using that name for the two years following its acquisition, and therefore all of these stores must be rebranded as Soriana outlets du...

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