

# PriceSmart de Guatemala, SA in Retailing (Guatemala)

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## Abstracts

PriceSmart de Guatemala SA is a warehouse club that charges an annual fee to its members and offers a wide variety of products, usually in bulk sizes at low prices. The company has three stores located in Guatemala City, and it has not recently increased the number of outlets, nor opened stores in any other city in Guatemala, therefore it is growing its sales based on its current outlets. The company uses the internet to promote and sell products that are not always found in stores. PriceSmart.

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