

Prismar de Costa Rica SA in Retailing (Costa Rica)

<https://marketpublishers.com/r/P830F5BA5BFEN.html>

Date: December 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: P830F5BA5BFEN

Abstracts

Regional player Prismar de Costa Rica SA should maintain its competitive advantage within mixed retailers in Costa Rica over the forecast period, with it providing a good combination of popular grocery goods along with high-quality imported and exclusive non-grocery items. The strong brand position and high popularity of this operator amongst a wide base of mid and high-income local consumers is mostly based on its ability to provide very competitive unit prices on high rotation goods (often in...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Company Background

Digital Strategy

Private Label

Summary 1 Prisma de Costa Rica SA: Private Label Portfolio

Competitive Positioning

Summary 2 Prisma de Costa Rica SA: Competitive Position 2016

I would like to order

Product name: Prismar de Costa Rica SA in Retailing (Costa Rica)

Product link: <https://marketpublishers.com/r/P830F5BA5BFEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P830F5BA5BFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970