

Sanborns SA de CV, Grupo in Consumer Foodservice (Mexico)

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Abstracts

Grupo Sanborns SA de CV is the commercial division of Grupo Carso SA de CV, the second-largest industrial and commercial conglomerate in Mexico. Restaurante Sanborns, which is part of Grupo Sanborns, differs from its competitors because the majority of its outlets are located within Sanborns variety stores. The popularity of Sanborns variety stores thus attracts many consumers to Restaurante Sanborns outlets. The company's strategy is to increase the number of customers in its existing outlets...

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