

Sigo CA in Retailing (Venezuela)

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Abstracts

This is a local company that aims to grow through stores that offer unique product ranges in both grocery and non-grocery categories. It mainly relies on imports and is concentrated in the eastern region of the country with several store formats. It is expected to operate the largest hypermarkets of the country over the forecast period. However, obstacles imposed by the country's heavy regulatory framework will limit the company's outlet opening rate.

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