

# Supermercados Devoto Hnos SA in Retailing (Uruguay)

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## Abstracts

Supermercados Devoto Hnos SA, one of Casino Guichard-Perrachon SA's group of companies operating in Uruguay, is clearly the most premium brand of the French group's supermarkets and hypermarkets. Never claiming to offer the lowest prices in any category, but being competitive in all, the company has opted for more spacious stores, where several sections operate like traditional smaller grocery stores with a personalised over the counter service to help customers choose products (wine, bakery...

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