

# Ta-Ta SA in Retailing (Uruguay)

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## Abstracts

In the late 1990s, Ta-Ta SA, initially a clothing and furnishings store, started a process to convert the company into a chained supermarket operator. The company has not stopped growing and in 2010 it achieved its long-term goal of becoming the first supermarket operator to have stores in every capital of all 19 departamentos (provinces) in Uruguay. Ta-Ta SA completed a second expansion phase in 2011, opening five new stores, including one in the Costa Urbana shopping centre complex in Ciudad...

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