

Tiendas Industriales Asociadas TIA SA in Retailing (Ecuador)

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Abstracts

The company's main strategy is to rapidly expand its outlet network, faster than any other retailer. Its main aim is to be the retailing company with the largest and best-distributed amount of outlets at a national level. Also, the company is constantly seeking to provide the best mix of products according to the zones where its stores are located. In this way, as Tia plans to continue maximising the customised product portfolio of its outlets, it aims to increase profits.

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