

Unicasa CA in Retailing (Venezuela)

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Abstracts

In the long-term, this local company aims to increase share through expansion toward underexploited regions and upgrading its customer services. In the short-term, Unicasa CA aims to continue operating their most profitable stores by guaranteeing product availability and fulfilment of all government demands.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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