

Unisuper SA in Home Care (Guatemala)

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Abstracts

Unisuper is the largest domestic supermarket operator in Guatemala. It operates two brands, La Torre and Econosuper, and has been able to capture a large share of supermarkets in the country. Since 2011, the company has focused on standardising its stores, in terms of size, product range and other characteristics, to clearly make a difference between its two brands. In the last two years the company also began to expand by opening new supermarkets in key areas in Guatemala City to try and gain...

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