

Unisuper SA in Retailing (Guatemala)

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Abstracts

Unisuper is the largest domestic supermarket operator in Guatemala. With its two brands La Torre and Econosuper, the company has been able to capture a large share of supermarkets in the country. Over 2011 and 2012, the company focused on standardising its stores, in terms of size, product range and other characteristics to clearly make a difference between its two brands. Since 2012 the company has been expanding by opening new supermarkets in key areas in Guatemala City and remodelling old sup...

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