

Wal-Mart Brasil Ltda in Retailing (Brazil)

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Abstracts

Wal-Mart is expected to continue to focus on the development of its internet retailing platform, Walmart.com.br, and expand its online marketplace. The company has closed 14 outlets in Brazil (six discounters, six hypermarkets and two warehouse clubs) due to the economic downturn in the country. Wal-Mart Brasil is also expected to invest around BRL1 billion over the next three years in revamping its hypermarket outlets.

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