

Wal-Mart Centroamérica SA in Retailing (Guatemala)

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Abstracts

Wal-Mart Centroamerica SA is the formal retailer with the highest share in the country. An important strategy taking place in 2012 was the unification of its formats at a regional level. With a presence in Central America and Mexico, the company aimed to consolidate its different brands across the countries. Company executives believed this was necessary to avoid cannibalisation between brands and to promote regional decision making instead of decisions being made at a store or even country.

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