

STRATEGIC ANALYSIS: SUCCESS OF CONVENIENCE STORES OF MEXICAN ECONOMIC AND TRADE PROMOTION

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ABSTRACT

The objective of this research is to identify the various strategies implemented by the convenience store chain that dominates the retail market in the country for which a review will be some of the different scientific approaches available to explain the performance competitive organization. The results allow to conclude that implementation of a strategic framework is what determines the success of modern format stores in the market for retail that were subject this case study.

KEYWORDS: Acquisition, Alliances, Diversification, Corporate Strategy, Vertical Integration