

EROSKI FRANCHISES

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The Basque cooperative [Eroski](#) continues to implement its expansion plan through the franchise model. In the first half of 2014, Eroski has opened 38 franchise supermarkets, which has involved an investment of more than €9 million and has led to the creation of more than 240 jobs. The growth strategy implemented by the distribution chain thus consolidates its expansion process and approaches the goal of closing 2014 with around a hundred new stores, which would add to the 46 that it inaugurated in 2013.

The expansion is mainly focused on Andalusia, Madrid, Castilla La Mancha, Catalonia, Extremadura and Levante and is due to the interest of providing supermarkets to towns with more than 1,500 inhabitants.

There are no comments yet.