MERCADONA

-info: Mercadona is a supermarket company, with Spanish and family capital, which aims to fully satisfy all the needs of food, cleaning of clothing and home and personal hygiene of its customers, as well as the needs related to food and care your pets.

-mision: "Total prescribers of the products and the necessary solutions so that 'The Boss' will manufacture his Carro Menú \* (Fresh and Dry) within a Sustainable Agro-Food Chain".

-vision: "Achieving a Sustainable Agrifood Chain of Mercadona that the Company wants to exist and feel proud of it, through leadership and having 'El Jefe' (client) as a beacon".

-estrategia comercial: Mercadona was a pioneer in the development of responsible production and consumption. In 1993 he launched his commercial policy SPB (Always Low Prices) that eliminates the offers and encourages responsible consumption.

-opinión:

OFO

Is a bicycle sharing company based in Beijing founded in 2014. The dockless system uses its smartphone application to unlock and locate nearby bicycles, charging a per-hour usage fee.

PESCANOVA

The Galician company made all the alarms jump when they decided not to publish their accounts. Two months later, the most important freezing firm in Spain took advantage of the voluntary creditors' contest. A significant capital hole and a large debt was detected. Its directive is imputed by the alleged crimes related to corruption.

MERCADONA

The Valencian company is a supermarket, with Spanish and family capital, whose objective is to satisfy all the needs of food, cleaning of clothing and personal and domestic hygiene of its customers, as well as the needs related to food and the care of their pets.

This objective is clearly fulfilled, since it supplies a large number of customers with an excellent quality-price ratio. In addition to having managed to surpass all companies in the sector, obtain excellent results always with the policy of "The boss" (client) as a beacon.