

AD Retail SA in Consumer Appliances (Chile)

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Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A653E90E07CEN

Abstracts

AD Retail SA is expected to remain the key electronics and appliance specialist retailer in Chile through its Abcdin brand, based on its national coverage and high recognition. The company expects to keep building long-term relationships with middle-income families, its traditional audience.

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