

AD Retail SA in Consumer Electronics (Chile)

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Abstracts

AD Retail is expected to remain the key electronics and appliance specialist retailer in Chile through its abcdin brand, based on its nationwide coverage and high recognition. The company expects to keep building long-term relationships with its traditional audience: middle-income families. Over the forecast period, it plans to expand its outlet network by investing in new strategic locations, particularly in shopping centres in middle-income neighbourhoods, as well as rebuilding and modernising...

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