

adidas Chile Ltda in Apparel and Footwear (Chile)

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Abstracts

adidas Chile is expanding despite economic deceleration. During 2014, it opened more than 10 stores in the country, including one in the Costanera Center shopping centre in Santiago, which is the largest adidas store in South America. In terms of positioning, the company is focusing on football, running, and fashion, while with regards to customer service and distribution, the company is strengthening its e-commerce website and reinforcing its presence on the internet and on social networks.

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