

# Arthur Lundgren Tecidos SA - Casas Pernambucanas in Retailing (Brazil)

<https://marketpublishers.com/r/A042925DFC9EN.html>

Date: January 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: A042925DFC9EN

## Abstracts

Casas Pernambucanas continues to focus on the development of fast fashion apparel and personal accessories to attract fashion-conscious consumers. The company also sells consumer electronics and appliances, bedding, tables, carpets and curtains. In September 2016, Pernambucanas closed a deal worth BRL2 billion with French insurer AXA to cover the retailer's insurance and support operations.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Arthur Lundgren Tecidos SA - Casas Pernambucanas: Share of Sales  
Generated by Internet Retailing 2014-2016

Private Label

Summary 2 Arthur Lundgren Tecidos SA - Casas Pernambucanas: Private Label  
Portfolio

Competitive Positioning

Summary 3 Arthur Lundgren Tecidos SA - Casas Pernambucanas: Competitive  
Position 2016

## I would like to order

Product name: Arthur Lundgren Tecidos SA - Casas Pernambucanas in Retailing (Brazil)

Product link: <https://marketpublishers.com/r/A042925DFC9EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A042925DFC9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970