

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

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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.

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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

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