

B2W Cia Global Do Varejo SA in Retailing (Brazil)

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Abstracts

B2W Cia Global do Varejo's strategic direction continues to focus on the expansion of its internet retailing operations by investing in many pillars, such as the expansion of the marketplace in Shoptime and Submarino.com, the expansion of products and services sold online on Submarino.com, and the expansion of online stores being operated by B2W, such as the Drinkfinity, Loja BRF and the internet retailing website of the Olympic Games 2016.

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