

# Bigfoot Chile Spa in Retailing (Chile)

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## Abstracts

Bigfoot Chile Spa is a pure internet retailer with its Dafiti brand, specialised in apparel and footwear catering to women and men in the middle-income bracket. The company appeals to the younger generation, especially millennials, who have higher disposable incomes and are looking for products with good prices which fulfil their fashion requirements.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Bigfoot Chile Spa: Share of Sales Generated by Internet Retailing  
2014-2016

Competitive Positioning

Summary 2 Bigfoot Chile Spa: Competitive Position 2016

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