

Cencosud Retail SA in Retailing (Chile)

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Abstracts

In June 2012, the company opened the Costanera Center shopping centre, which quickly became the largest and most visited shopping centre in Chile's history. In addition, with the acquisition of apparel and footwear specialist retailers chain Johnson's in December 2011, the company began to cater to low-income and middle-to-low-income consumers. Nevertheless, ongoing deceleration in the Chilean economy poses a major threat to the company's revenues.

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