

Cía de Petroleos de Chile SA in Retailing (Chile)

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Abstracts

Cía de Petróleos de Chile remains one of the largest companies operating in the retailing of fuel in Chile. In order to expand beyond the sale of fuel, the company has developed a forecourt retailer outlet network through its Copec petrol stations, with the brands Pronto and Punto, with a special emphasis on highway locations. Although competing with convenience stores, and improving the company's positioning amongst Chilean consumers, the aim of its forecourt retailers is to drive sales of fuel...

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