

# Comercial Mabe Chile Ltda in Consumer Appliances (Chile)

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## Abstracts

Mabe is one of the largest companies in consumer appliances in Latin America, and also controls the distribution of all GE mayor appliances in Chile and all Latina America. Due to a strategic alliance, Mabe manufactures appliances for Chile and Latin America under the GE name, and GE holds a 48% stake in parent company Controladora Mabe SA of México. In Chile, products sold under the Mabe label compete in the low-priced segment with accessible products, while at the other end GE is position in...

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