

Corporación el Rosado SA in Retailing (Ecuador)

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Date: December 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C362C79726FEN

Abstracts

Future plans of Corporación el Rosado include outlet strengthening, especially on the coastal side of the country affected by the earthquake of April 2016. The player also aims to improve its training plans to increase every line of production and commercial management as well as technological modernisation in terms of distribution chain and internal administration. It will keep its main targets of mid-economy consumers but the company also wants to attract lower-income targets. Moreover, the co...

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