

Costco Wholesale Corp in Consumer Appliances (Portugal)

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Abstracts

The main goal of António Meireles, owner of the Meireles brand, in the forecast period is to reinforce its position in consumer appliances in Portugal, and increase its successful international export business. The first objective it is expected to be achieved through its recent entry into other categories of consumer appliances, such as refrigeration appliances and automatic washing machines, with the brand Meireles. For its internationalisation strategy, the opening in January 2015 of the...

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