

CTI Cía Tecno Industrial SA in Consumer Appliances (Chile)

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Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C2336785092EN

Abstracts

CTI Cía Tecno Industrial (an Electrolux company since 2011) is expanding its product range in most categories to capture a larger share of higher-priced products, and to continue attracting middle- to low-income consumers. At the same time, it continues to focus on its relationships with the main distributors, securing the best locations in stores and permanently participating in promotions, discounts and bundling. This way, it expects to continue positioning its Somela, Fensa and Mademsa brands...

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