

Distribuidora de Industrias Nacionales SA in Consumer Appliances (Chile)

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Abstracts

Distribuidora de Industrias Nacionales SA faces the challenge of defending its market position – especially outside Santiago – now that the largest retailers have expanded their coverage to second-tier cities and towns. The company will continue modernising its offer, at the same time as it improves its product portfolio. It is also investing a great deal of resources in advertising its stores through aggressive television campaigns using a famous impersonator in Chile. Distribuidora de...

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