

Distribuidora de Industrias Nacionales SA in Retailing (Chile)

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Abstracts

Distribuidora de Industrias Nacionales SA is expected to hold its position as the main electronics and appliance specialist retailer in Chile through its ABC DIN brand, based on its national coverage and high recognition. The company expects to continue building its long term relationship with middle-income families, its traditional target audience. Over the forecast period Distribuidora de Industrias Nacionales expects to expand its network of outlets by investing in new strategic locations,...

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