

Distribuidora Electronica SA in Retailing (Guatemala)

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Abstracts

Distribuidora Electronica SA is the leading electronics and appliance specialist retailer in Guatemala. The retailer sells a mix of products of different brands attracting middle- to high-income customers. The company has several brands of outlets such as Distelsa, Max, Max Outlet, Sony Center and Samsung Brand Shop. The outlets are located in shopping centres as well as some other larger freestanding buildings.

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Contents

Strategic Direction

Key Facts

Summary 1 Distribuidora Electronica SA: Key Facts

Summary 2 Distribuidora Electronica SA: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Distribuidora Electronica SA: Competitive Position 2014

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