

Easy Argentina SA in Home and Garden (Argentina)

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Abstracts

Easy is the leading chain in DIY, home improvement and garden centres in Argentina. The economic crisis interrupted the company's expansion plans in Argentina. The company had a plan for expansion of new stores within the country but decided to postpone it until the economic recession passes. Easy continues to invest in its "It's easy, you can" campaign, which urges consumers to make repairs themselves at home and thus promote sales at its premises.

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