

Easy SA in Retailing (Chile)

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Abstracts

In terms of managing to capture improvements in retailing in Chile, a system of word class information management called the Teredata project was implemented, giving the possibility to generate benchmarks, strengthen regional suppliers, facilitate home purchases, reduce costs in obtaining information and have more timely information for decision-making.

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Contents

Strategic Direction

Key Facts

Summary 1 Easy SA: Key Facts

Summary 2 Easy SA: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Easy SA: Private Label Portfolio

Competitive Positioning

Summary 4 Easy SA: Competitive Position 2012

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