

Elektra del Perú SA in Retailing (Peru)

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Abstracts

Elektra del Perú SA will try to strengthen its position by opening outlets for its Elektra brand as well as opening more outlets of its Banco Azteca bank, which is fundamental for financing its consumers' purchases.

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Contents

Strategic Direction

Key Facts

Summary 1 Elektra del Perú SA: Key Facts

Summary 2 Elektra del Perú SA: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Elektra del Perú SA: Competitive Position 2012

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