

Empresas Hites SA in Financial Cards and Payments (Chile)

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Abstracts

Empresas Hites SA is a retail company which sells all kinds of products, ranging from consumer electronics and appliances to apparel and home improvement. Empresas Hites was the only company that offered store cards in Chile in 2013, with the company having a strong presence amongst middle and middle-low income consumers. After an excellent 2013 in which the company achieved a historic net profit record, the company is planning to extend its coverage in the country over the next five years.

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Contents

Strategic Direction

Key Facts

Summary 1 Empresas Hites SA: Operational Indicators

Company Background

Competitive Positioning

Summary 2 Empresas Hites SA: Competitive Position 2013

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