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Empresas Hites SA in Retailing (Chile)

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Abstracts

Empresas Hites SA sells all kinds of products, ranging from consumer electronics and appliances to apparel and home improvement. Empresas Hites is the only company that currently runs store cards in Chile, having a strong presence among middle and middle-low income consumer groups. After an excellent 2012 in which the company sold more than US$500 million for the first time and a similar performance in 2013, the company's main goal is to extend its reach in the country doubling the number of...

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