

Empresas La Polar SA in Retailing (Chile)

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Abstracts

After the unfortunate situation in which La Polar found itself during 2011 as the company was at the centre of a major financial scandal due to its unilateral renegotiation of the debts of its credit card holders, it was forced to implement a strategy of aggressive sales promotions and innovative marketing campaigns in order to continue attracting consumers. The company also offers various deals and cash sale promotions in order to achieve truly affordable prices. The first goal of the new...

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