

Falabella Argentina SA in Retailing (Argentina)

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Abstracts

Although Falabella is investing in several countries in Latin America, the company currently has no plans to invest in Argentina due to the country's adverse economic and political climate. The Chilean retailer has not opened any new branches in Argentina since 2010 and it is likely that it will spend 2016 re-evaluating its growth plans for the country. For this reason, Falabella is focusing on building online sales in order to supplement its in-store sales, helping to reach consumers living in...

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