

Fnac Brasil Ltda in Retailing (Brazil)

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Abstracts

Fnac Brasil is expected to improve its sales per square metre by offering special events in its stores in order to attract consumers and to provide a unique shopping experience in its outlets. Promotional activities in partnership with famous electronics brands allow Fnac to capture the attention of consumers, and to differentiate its shopping experience from its competitors. It is also expected that the company will focus on launching new private label products in accessories for computers and...

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