

Forus SA in Apparel (Chile)

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Abstracts

Forus is the biggest footwear company in the country in terms of sales and brand portfolio. However, lately the company has not been trying to expand its position through new stores or bigger stores. Forus's strategy has been to secure and strengthen its strong position through its current brands and new "niche" brands. The intense competition from old and new companies encouraged Forus to defend its position, and as a consequence its relative importance has been decreasing; however, in...

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