

Forus SA in Retailing (Chile)

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Abstracts

Forus is the largest footwear specialist retailer operating in Chile in terms of value sales and the extent of its brand portfolio. However, in recent years the company has not been engaged in attempts to expand its position through the opening of new larger retail outlets. Forus' strategy has instead been focused on securing and strengthening its position through its current niche brands and the launch of new niche brands. The intense competition it faces from internet retailers has encouraged...

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