

Frávega SA in Consumer Appliances (Argentina)

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Date: January 2016

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: F2E850D2436EN

Abstracts

Frávega plans to continue gaining consumer loyalty by developing customer loyalty and benefit programmes, as well as by focusing on aftersales services, advertising campaigns, and by improving its credit scoring system.

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Contents

Strategic Direction

Key Facts

Summary 1 Frávega SA: Key Facts

Summary 2 Frávega SA: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Frávega SA: Private Label Portfolio

Competitive Positioning

Summary 4 Frávega SA: Competitive Position 2015

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