

General Electric de Chile SA in Consumer Appliances (Chile)

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Abstracts

General Electric de Chile still competes in the local consumer appliances market. However, the distribution of some of its major consumer appliances, such as cookers, home laundry appliances and refrigeration appliances, is mostly controlled by Comercial Mabe Chile (Mabe). Mabe is one of the largest companies in the consumer appliances industry in Latin America, and was recently launched in Chile to compete in a segment in which GE does not have a strong position: the low-priced segment.

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