

# JVG Hogar CA in Consumer Appliances (Venezuela)

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## Abstracts

Despite the intervention of the government at the end of 2013 in appliances retailers, which were forced to reduce prices by up to 70%, JVG Hogar is set to continue providing Venezuelan consumers a reduced range of consumer appliances. The company has had to deal with scarcity to maintain its position in the Venezuelan market. The company has been able to maintain high levels of acceptance amongst middle-income Venezuelan consumers. It is set to face a complex business environment during the...

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