

JVG Hogar CA in Consumer Electronics (Venezuela)

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Abstracts

JVG Hogar is set to continue providing Venezuelan consumers a wide range of consumer appliances at affordable prices. The company has been able to maintain high levels of acceptance amongst middle-income Venezuelan consumers. The company is set to face a complex business environment during the early stages of the forecast period due to the higher exchange rates charged on imported products in the country and various other operational difficulties. Much of the company's energies during the...

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