

La Curacao SA in Retailing (Guatemala)

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Abstracts

La Curacao SA is an electronics and appliance specialist retailer that has been present in Guatemala since 1945. It specialises in products for the home; from small appliances like blenders to large appliances like refrigerators. The company constantly renews itself to reach a wider customer base. La Curacao uses credit to make products more affordable for its customers, has extended customer services and constantly invests in strong advertising and promotional campaigns to grow its presence in.

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