

Lojas Americanas SA in Retailing (Brazil)

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Abstracts

Lojas Americanas is expected to maintain its strategy of outlet expansion throughout Brazil in order to increase its sales. In addition, the company is investing heavily in its subsidiary B2W, an internet marketplace. Furthermore, Lojas Americanas is focusing on creating a portfolio of private label products in view of strong consumer demand for cheaper items due to the economic crisis in Brazil.

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