

Magazine Luiza SA in Consumer Appliances (Brazil)

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Abstracts

To strengthen its position in electronics and appliance specialist retailers in Brazil, Magazine Luiza will continue to pursue a multichannel strategy. This will involve investment in bricks-and-mortar outlets, virtual stores (outlets with limited selling space and stock, which are essentially showrooms for products ultimately purchased online) and internet retailing, which includes sales via the company's social media platform Magazine Você. Magazine Luiza has established a clear goal of increa...

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