

Magazine Luiza SA in Consumer Electronics (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 that is essentially a showcase for products ultimately purchased online) and internet retailing, which includes sales via the company's social media platform Magazine Você. The company continues to invest heavily in its digital...

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Contents

Strategic Direction

Key Facts

Summary 1 Magazine Luiza SA: Key Facts

Summary 2 Magazine Luiza SA: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Magazine Luiza SA: Competitive Position 2016

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