

Magazine Luiza SA in Retailing (Brazil)

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Abstracts

Magazine Luiza is expected to continue to invest heavily in marketing to increase its sales and improve brand awareness. For example, Luiza Trajano, the company's CEO, participated in the 2016 Rio Summer Olympic Torch Relay. The company will also continue to invest in its online operations, aiming to get closer to digital consumers through the development of new tools, especially for mobile devices. This focus on multi-channel retailing will help Magazine Luiza to maintain its leading position i...

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