

Matriz Ideas SA in Retailing (Chile)

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Abstracts

The company is facing a period of adjustment of its strategic direction, as it did not meet the expected operational results over recent years. The company took immediate action and settled a plan that includes: (a) correction of margins, (b) reducing costs and (c) reduction of inventories, in order to achieve operating indicators reached in previous years. This plan is part of the recent decision to close its store in the US.

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