

Mercado Libre SRL in Retailing (Argentina)

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Abstracts

The service "Tiendas Oficial", offered by Mercado Libre, is a success. This service consists of an exclusive space for a retailer within the website of Mercado Libre. Thanks to the high traffic of consumers who daily surf Mercado Libre, the service of Tienda Oficial is very useful, even for those retailers who have their own website for online sales. For small retailers, Mercado Libre also offers delivery and payment services, which is a comprehensive solution for entering the world of online...

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