

# MercadoLibre SRL in Retailing (Argentina)

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## Abstracts

MercadoLibre is an online marketplace for third-party retailers which is popular across Latin America. The retailer's Tienda Oficial service has proven to be a success in Argentina. This service provides space for third-party retailers within the MercadoLibre website. Thanks to the high numbers of consumers who browse MercadoLibre on a daily basis, the Tienda Oficial service is in high demand, even among those retailers which have their own websites for online sales. Moreover, small retailers st...

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