

Mercal CA in Consumer Appliances (Venezuela)

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Abstracts

Mercal is a state-owned discount retail network that has achieved a strong position in retailing in Venezuela over the course of the review period thanks to a strategically aggressive expansion and subsidised prices, allowing it to target Venezuela's low-income majority. As international oil prices are expected to remain low during the forecast period, reductions in subsidies are likely to become more frequent. However, new products will help prevent Mercal from losing its prominent position as...

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