

Nalsani SA in Retailing (Colombia)

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Abstracts

Nalsani SA is a leading company, which with its brand Totto, has as its main strategy expansion, the offer of variety and technology in suitcases, backpacks, messenger bags and purses; this positions it as a bags and luggage specialist retailer in the country and projects it as a multinational fashion leader that has stores globally and a presence in different countries. This has also allowed it to venture into clothing and accessories. Its consolidation is based on the offer of products with un...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Nalsani SA: Share of Sales Generated by Internet Retailing 2014-2016

Competitive Positioning

Summary 2 Nalsani SA: Competitive Position 2016

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