

Pre Unic SA in Beauty and Personal Care (Chile)

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Date: May 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: P1ADE636A6DEN

Abstracts

The company was acquired by Empresas SB, owners of Salcobrand pharmacy chain, in 2012, an action that permitted the integration of distribution logistics for both chains. Strong expansion took place after the fusion with Salcobrand, and Preunic went from opening 3-4 stores per year, to over 15 over the 2012-2014 period. Starting in 2015, however, the company reined back growth, as a way of maintaining profitability and, in 2016, saw many store closures. Preunic still lacks an online selling plat...

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