

Preunic SA in Retailing (Chile)

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Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PACB6FDF3ACEN

Abstracts

Preunic has been able to position itself as a leader through constant innovation, not only through the constant expansion of its catalogue but also focusing its efforts on improving its consumers' experience. By 2012, the company had completed the process of remodelling its stores, a strategy it commenced in 2010. It also began evaluating the implementation of a system of enabling its consumers to make purchases via the internet.

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Contents

- Strategic Direction
- Key Facts
- Summary 1 Preunic SA: Key Facts
- Summary 2 Preunic SA: Operational Indicators
- Internet Strategy
- Company Background
- Private Label
- Summary 3 Preunic SA: Private Label Portfolio
- Competitive Positioning
- Summary 4 Preunic SA: Competitive Position 2012

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