

Ripley Corp SA in Apparel (Chile)

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Abstracts

Since 2010, Ripley has been implementing its strategic plan “Now 2010-2013”, which implies a major restructuring of its executive staff, and remodelling and opening stores. The "Now" plan involves strengthening Ripley’s private label brands and exclusive brands, defined as second generation brands –those placed as more fashionable and high-quality. Besides, the company is working on improving the price/quality relationship amongst its exclusive brands, such as Guess, Tatienne, Pepe Jeans and...

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Contents

RIPLEY CORP SA IN APPAREL (CHILE)

Euromonitor International

April 2013

Strategic Direction

Key Facts

Summary 1 Ripley Corp SA: Key Facts

Summary 2 Ripley Corp SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Ripley Corp SA: Competitive Position 2012

Internet Strategy

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