

## SMU SA in Packaged Food (Chile)

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### Abstracts

Being present in a wide range of formats allows SMU to develop strategies to address socioeconomic segments according to customer needs. Format changes have occurred in recent years, which have increased the sales and profitability of the stores, due to the combination of a format suitable to its consumer base and logistical support and centralised company services. However, in 2014 the company faces sustainability problems related with inefficiencies in its operations due to its aggressive...

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