

SMU SA in Retailing (Chile)

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Abstracts

Being present in a range of channels has enabled SMU to develop various strategies which help it to meet demand amongst various socioeconomic segments. The company undertook changes in its outlet formats in recent years, which boosted its sales and increased the profitability of its stores, due to the combination of formats which are suited to the needs of a specific consumer base, strong logistical support, and centralised company support services. 2016 brought new plans for restructuring and t...

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