

Sodimac SA in Retailing (Chile)

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Abstracts

Sodimac has implemented a successful segmentation strategy based on various types of retail formats and on offering a variety of complementary services. These formats are: home improvement, which targets families and the general public; maintenance and home repairs, which targets small building contractors; and construction, which targets large construction companies. One of the main projects of the company is entitled “Mejorando la Casa” (Improving the Home), which is an ongoing effort to raise...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Sodimac SA: Share of Sales Generated by Internet Retailing 2014-2016

Private Label

Summary 2 Sodimac SA: Private Label Portfolio

Competitive Positioning

Summary 3 Sodimac SA: Competitive Position 2016

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