

Tai Loy SA in Retailing (Peru)

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Abstracts

Tai Loy is expected to continue opening stores, both its own stores and franchised stores, within Lima and in the rest of the country to reach untapped demand amongst middle-income consumers. Furthermore, the company is expected to update its larger stores to offer a wider range of products for drawing and design. By 2020, through its internationalisation strategy, Tai Loy expects to reach Ecuador and Bolivia.

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