

Textiles Punto Blanco in Retailing (Bolivia)

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Abstracts

Textiles Punto Blanco strives to become a leading apparel specialist retailer in Bolivia. The company invested in new outlets in 2014, as a result of favourable financial results during the review period. It is set to open outlets in cities beside the three major ones – La Paz, Cochabamba and Santa Cruz – to capture the attention of the underserved middle- and high-income consumer base in other cities. The player also aims to export its brands in the short term.

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