

Tiendas Gina in Apparel (Venezuela)

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Abstracts

Tiendas Gina's commercial focus on women's apparel and childrenswear is expected to remain the company's core value proposition. Its development of these products built a strong brand position among women from different income segments in Venezuela. The company's brand positioning is also attributable to the addition of a diversity of additional services to each store. Its most representative product is the Gina club card, through which consumers can accumulate points with each purchase and...

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