

Tiendas Traki SA in Apparel (Venezuela)

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Abstracts

Tiendas Traki has increased the number of economy- and mid-priced products in its portfolio to reflect the price/quality balance sought by consumers. The Tiendas Traki group is developing city shopping centres around its department stores, with the addition of independent retail players and services, such as banking. This is expected to be the main strategy of the company to develop within Venezuelan retail. Traki has also continued with a great publicity campaign on television. Tiendas Traki's...

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