

# Via Varejo SA in Consumer Appliances (Brazil)

<https://marketpublishers.com/r/V5757976445EN.html>

Date: January 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: V5757976445EN

## Abstracts

After successfully improving operating margins through reduction in costs in 2014, Via Varejo is expected to focus on grow value share in the following year. One of the main components of the company's strategy to achieve this goal will be through the increase of efficiency, especially of customer service by adapting it to the connected consumer. Regarding the main brands of the company, Casas Bahia will continue to invest in north and northeast states, aiming at middle- to low-income...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Major Appliances, Small Appliances.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Via Varejo SA: Key Facts

Summary 2 Via Varejo SA: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Via Varejo SA: Private Label Portfolio

Competitive Positioning

Summary 4 Via Varejo SA: Competitive Position 2014

## I would like to order

Product name: Via Varejo SA in Consumer Appliances (Brazil)

Product link: <https://marketpublishers.com/r/V5757976445EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V5757976445EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970