

Via Varejo SA in Consumer Appliances (Brazil)

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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...

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