

Via Varejo SA in Consumer Electronics (Brazil)

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Abstracts

To strengthen its position in electronics and appliance specialist retailers in Brazil, Magazine Luiza will continue to pursue a multichannel strategy. This will involve investment in bricks-and-mortar outlets, virtual stores (outlets with limited selling space and stock that is essentially a showcase for products ultimately purchased online) and internet retailing, which includes sales via the company's social media platform Magazine Você.

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