

Vida Herbal Suplementos Alimenticios CA in Retailing (Venezuela)

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Abstracts

Herbalife is a multinational company that occupies second position in direct selling in Venezuela as of 2016. A large distribution network, accessible prices and local manufacturing of some products are its significant competitive advantages. The company maintains its focus on nutrition products, meal replacements and protein supplements combined.

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Contents

Strategic Direction Company Background Digital Strategy Private Label Summary 1 Vida Herbal Suplementos Alimenticios CA: Private Label Portfolio Competitive Positioning Summary 2 Vida Herbal Suplementos Alimenticios CA: Competitive Position 2016



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