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Wal-Mart Chile SA in Consumer Appliances (Chile)

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Abstracts

Wal-Mart Chile SA, formerly Distribución y Servicios D&S SA, benefits from Wal-Mart's international presence and size, which grants it a better negotiating position, allowing the company to obtain attractive prices for consumers and introduce new imported brands. In the coming years the company will focus on reaching the lower-income segments (C3 and D), through its retail brands Ekono and SuperBodega Acuenta. Wal-Mart also wants to reinforce its position outside the capital city with the...

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Contents

Strategic Direction
Key Facts
Summary 1 Wal-Mart Chile SA: Key Facts
Summary 2 Wal-Mart Chile SA: Operational Indicators
Company Background
Internet Strategy
Private Label
Summary 3 Wal-Mart Chile SA: Private Label Portfolio
Competitive Positioning
Summary 4 Wal-Mart Chile SA: Competitive Position 2013

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