

# Americanas SA - Strategy, SWOT and Corporate Finance Report

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## Abstracts

Americanas SA - Strategy, SWOT and Corporate Finance Report

### SUMMARY

Americanas SA - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY HIGHLIGHTS

Americanas SA (Americanas) is an e-retailer that offers CDs, DVDs, bath and beauty products, books, games, and mobile phones. It also offers computers, bed, cameras, housewares, furniture, automotive products, electronics, office products, toys, watches, musical instruments, perfumes and home appliances. Americanas provides online ticketing, online travel, photo processing, outsourced e-commerce, movie and game rentals and credit card services. It operates stores under various brands, including Americanas.com, Submarine, Shoptime, Americanas Empresas, Americanas Express, Local, Ame Go, Americanas Digital and Sou Barato. The company merchandises products through various sales channels comprising television, catalogs, telesales, Internet and kiosks. Americanas is headquartered in Rio de Janeiro, Brazil.

### SCOPE

Detailed information on Americanas SA required for business and competitor intelligence needs

A study of the major internal and external factors affecting Americanas SA in the form of a SWOT analysis

An in-depth view of the business model of Americanas SA including a breakdown and examination of key business segments

Intelligence on Americanas SA's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Americanas SA, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## **REASONS TO BUY**

Gain understanding of Americanas SA and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Americanas SA as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Americanas SA's business structure, strategy and prospects.

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