

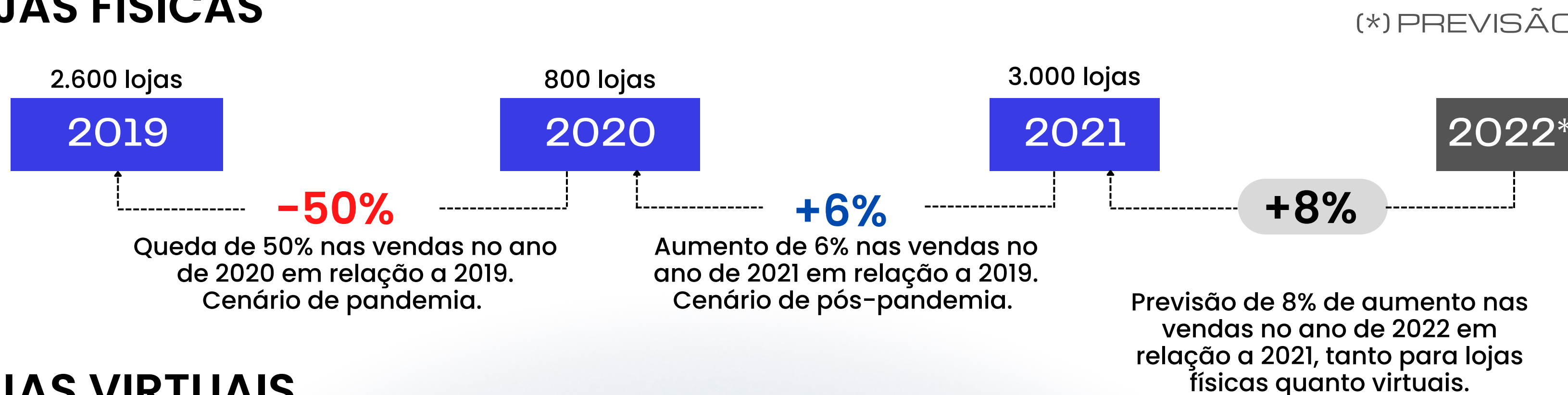


# BLACK FRIDAY

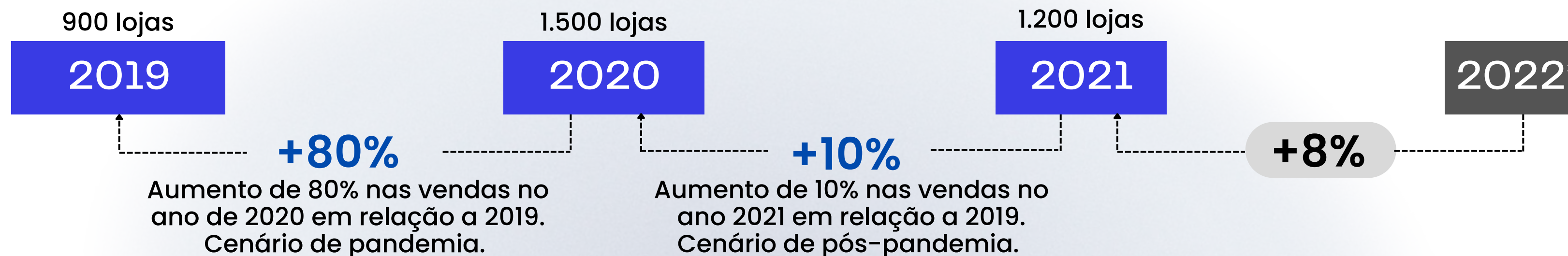


# Impacto nas Vendas

## LOJAS FÍSICAS



## LOJAS VIRTUAIS



# Descontos na Black Friday

(\*) PREVISÃO

2019



5% a  
70%

2020



5% a  
80%

2021



5% a  
50%

2022

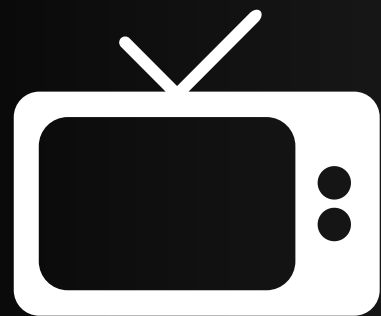


5% a  
50%



# Promoções mais procuradas

## ELETRÔELETRÔNICO



Televisão



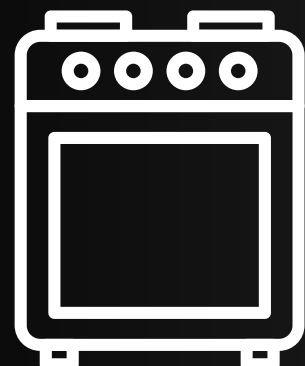
Laptops



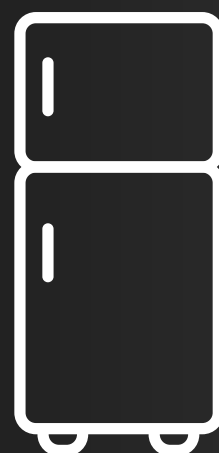
Ar Condicionado



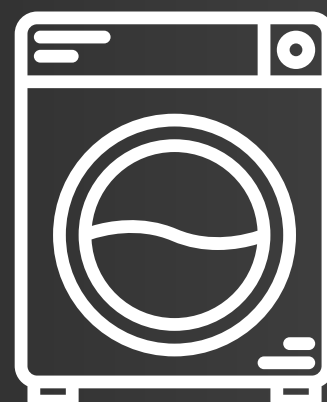
## ELETRÔDOMÉSTICOS



Fogás



Geladeira



Lavadora

## PASSAGENS AÉREAS

