

## Ajemex SA de CV in Soft Drinks (Mexico)

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### Abstracts

Ajemex is relatively new as it has been in Mexico since 2002, therefore has only 11 years of activity in the country. The company's two main strategies are to offer products with an overall acceptable quality at a low price that is on average 20-25% lower than that of the main competitors, namely Coca-Cola de Mexico and Pepsi-Cola Mexicana; and to work with main distributors in the country to help deliver their products to almost everywhere. Although the carbonates brand Big Cola is the...

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