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Cadena Comercial OXXO SA de CV in Retailing (Mexico)

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Abstracts

Cadena Comercial OXXO's main strategy is constant expansion. OXXO has developed a complex system to evaluate potential new stores, the right product mix and most convenient format. This system combines demography, data from nearby stores and consumer profiles to improve on its performance store by store. Such a detailed strategy helped it to open more than 1,000 sites/outlets in 2012 reaching 10,567 stores by the end of that year. In 2013 the chain continued to expand in large cities, and it is...

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