

Comercial Acros Whirlpool SA de CV in Consumer Appliances (Mexico)

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Abstracts

Comercial Acros Whirlpool is the Mexican subsidiary of Whirlpool Corp. Over the forecast period the company expects to assume leadership in major appliances, overtaking Controladora Mabe, which currently ranks first. To achieve this, the company will maintain a strategy of regular investment in new product development, the recruitment of talented personnel, product line renewals, the maintenance of facilities and productivity enhancement practices.

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