

# Controladora Comercial Mexicana SAB de CV in Retailing (Mexico)

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Date: February 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: CB797F47C07EN

## Abstracts

Controladora Comercial Mexicana's strategy is now focused on the development of its supermarket formats Fresko, Sumesa and City Market. These chains target upper-mid and high-income consumers through an assortment of high quality fresh produce and a variety of gourmet and imported products. In addition to the geographical expansion of its supermarkets, the company will also focus on e-commerce and home delivery solutions over the next few years.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Controladora Comercial Mexicana SAB de CV: Share of Sales Generated by Internet Retailing 2013-2015

Private Label

Summary 2 Controladora Comercial Mexicana SAB de CV: Private Label Portfolio

Competitive Positioning

Summary 3 Controladora Comercial Mexicana SAB de CV: Competitive Position 2015

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