

Coppel SA de CV in Apparel (Mexico)

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Abstracts

Coppel is a leading retailer of furniture, clothing and consumer appliances, with a focus on medium- and low-income consumers. The company's strategy is to expand its geographic reach through large and medium cities in order to increase its base of consumers. The company has well-developed credit schemes that are attractive to consumers who are unable to obtain credit from banks. Sales on credit are of paramount importance to the company, with over 78% of total sales made on credit in 2012. The...

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