

Coppel SA de CV in Retailing (Mexico)

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Abstracts

Coppel SA de CV's strategic direction involves expanding its outlet footprint across cities with between 80,000 and 100,000 inhabitants in order to reach a wider base of potential consumers from Mexico's low-income and middle-income population segments. Coppel is also present in Brazil and Argentina and the retailer already evaluating the feasibility of entering other Latin American countries, including Chile, Colombia and Peru.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Coppel SA de CV: Share of Sales Generated by Internet Retailing
2014-2016

Private Label

Summary 2 Coppel SA de CV: Private Label Portfolio

Competitive Positioning

Summary 3 Coppel SA de CV: Competitive Position 2016

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