

Coppel SA de CV in Retailing (Mexico)

https://marketpublishers.com/r/CFF6E63618DEN.html

Date: December 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: CFF6E63618DEN

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.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



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



I would like to order

Product name: Coppel SA de CV in Retailing (Mexico)

Product link: https://marketpublishers.com/r/CFF6E63618DEN.html
Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name: Last name:

Email:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/CFF6E63618DEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970