

Coppel SA de CV in Toys and Games (Mexico)

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Abstracts

Coppel is a leading retailer of toys and games, furniture, clothing and consumer appliances, with a focus on medium and low-income consumers. The company's strategy is to expand its geographic reach in 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...

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