

CRISA SA de CV in Home and Garden (Mexico)

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Abstracts

To counteract growing competition from domestic companies and cheaper Asian and European imports, over the forecast period Crisa will seek to improve distribution of its homewares products by developing closer relationships with specialist retailers across Mexico. At the same time, the company will attempt to cut costs so as to improve its price competitiveness, and continue to invest in the development of new homeware products that offer greater convenience and durability, as well as more...

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