

El Puerto de Liverpool SA de CV in Consumer Appliances (Mexico)

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Date: March 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: E68D5A5B664EN

Abstracts

El Puerto de Liverpool is the leading department store retailer in Mexico, catering for middle/high- and high-income consumers in the largest cities across the country. The company offers a wide range of national and international brands, with an emphasis on fashion and upmarket furnishings. This company bases its strategy on target mid-sized cities in the country – a move still not replicated by its closest competitors, El Palacio de Hierro and Sears. Liverpool places high importance on...

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Contents

Strategic Direction

Key Facts

Summary 1 El Puerto de Liverpool SA de CV: Key Facts

Summary 2 El Puerto de Liverpool SA de CV: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 El Puerto de Liverpool SA de CV: Private Label Portfolio

Competitive Positioning

Summary 4 El Puerto de Liverpool SA de CV: Competitive Position 2013

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