

# EL Puerto de Liverpool SAB de CV in Apparel and Footwear (Mexico)

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## Abstracts

El Puerto de Liverpool is the leading player in department stores in Mexico; it targets middle- and high-income consumers in the largest cities throughout the country. The company offers a wide range of national and international brands, with an emphasis on fashion and upscale furnishings. Unlike its main competitor, Palacio de Hierro, it has expanded widely in mid-sized cities. The company's strategy is to increase its geographical coverage in order to expand its business. In 2012 El Puerto de...

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