

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

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Abstracts

El Puerto de Liverpool is the leading retailer in department stores in Mexico, catering for middle- to 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 targeting 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 purcha...

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