

El Puerto de Liverpool SAB de CV in Toys and Games (Mexico)

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Abstracts

El Puerto de Liverpool was the leading player in department stores in Mexico in 2014. Its target demographic comprises mid- and high-income consumers in the largest cities around the country. Offering a wide range of national and international brands, the company places an emphasis on fashion and upscale furnishings. Unlike El Palacio de Hierro, one of its main competitors, it has expanded greatly in mid-sized cities. The company's strategy is to increase its geographical coverage in order to...

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