

# Elektra SA de CV, Grupo in Consumer Electronics (Mexico)

https://marketpublishers.com/r/ECA339B182CEN.html

Date: October 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: ECA339B182CEN

### **Abstracts**

Grupo Elektra is part of Grupo Salinas, one of the most powerful commercial conglomerates in Mexico. The retail brands of variety stores Elektra and Salinas y Rocha are among the leading distributors of furniture and home appliances, but the stores also sell electronics, mobile phones and even motorcycles.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### Why buy this report?

Get a detailed picture of the Consumer Electronics market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



# **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Grupo Elektra SA de CV: Key Facts

Summary 2 Grupo Elektra SA de CV: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Grupo Elektra SA de CV: Private Label Portfolio

Competitive Positioning

Summary 4 Grupo Elektra SA de CV: Competitive Position 2013



#### I would like to order

Product name: Elektra SA de CV, Grupo in Consumer Electronics (Mexico)

Product link: <a href="https://marketpublishers.com/r/ECA339B182CEN.html">https://marketpublishers.com/r/ECA339B182CEN.html</a>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

# **Payment**

First name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/ECA339B182CEN.html">https://marketpublishers.com/r/ECA339B182CEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970