

# FEMSA Comercio SA de CV in Retailing (Mexico)

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## Abstracts

FEMSA Comercio plans to continue opening new outlets under its OXXO convenience stores banner. In order to increase its profits, the company is focusing on improving its consumer segmentation capabilities. FEMSA Comercio's future plans include continuing to strengthen its health and beauty division, as well as its petrol stations division. FEMSA Comercio is looking forward to developing its operations not only in Mexico, but also across Latin America and in the US, where it already has a presenc...

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## Contents

Strategic Direction

Company Background

Digital Strategy

Private Label

Summary 1 FEMSA Comercio SA de CV: Private Label Portfolio

Competitive Positioning

Summary 2 FEMSA Comercio SA de CV: Competitive Position 2016

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