

FEMSA (Fomento Economico Mexicano SA de CV) in Soft Drinks (Colombia)

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Abstracts

FEMSA is the second-most-important player in soft drinks in retail, where it participates with strongly positioned brands such as Coca-Cola, Sprite, Fanta and Brisa (bottled water).

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Contents

Strategic Direction

Key Facts

Summary 1 FEMSA (Fomento Economico Mexicano SA De CV): Key Facts

Summary 2 FEMSA (Fomento Economico Mexicano SA De CV): Operational

Indicators

Competitive Positioning

Summary 3 FEMSA (Fomento Economico Mexicano SA De CV): Competitive Position
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