

Grupo Dixon SA de CV in Personal Accessories (Mexico)

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Date: July 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G526B97AA8EEN

Abstracts

Grupo Dixon's plan is to continue strengthening its position in the Mexican market by leveraging its already established brands, making incursions into more eco-friendly product innovations, such as biodegradable graphite pencils, as well as further promoting the Lyra portfolio of art supplies. Over the forecast period the company is expected to launch new products to compete with innovations from its competitors.

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