

Grupo Elektra SA de CV in Retailing (Mexico)

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Abstracts

Grupo Elektra is part of Grupo Salinas, one of the most powerful commercial conglomerates in the country. Elektra and Salinas y Rocha are leading distributors of furniture and home appliances, but their stores also sell electronics, mobile phones and even motorcycles. By being part of the Grupo Salinas commercial and telecommunications group, Elektra has been able to create commercial synergies which other retailers cannot match: Elektra continuously advertises on the two channels of TV Azteca,...

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