

Grupo Modelo SA de CV in Alcoholic Drinks (Mexico)

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Abstracts

Grupo Modelo is the leading producer of beer in Mexico. Its products are offered to both national and international consumers. The company's strategy consists of maintaining its leading position in the domestic market by strengthening its brands against the competition.

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Contents

GRUPO MODELO SA DE CV IN ALCOHOLIC DRINKS (MEXICO)

Strategic Direction

Key Facts

Summary 1 Grupo Modelo SA de CV: Key Facts

Competitive Positioning

Summary 2 Grupo Modelo SA de CV: Competitive Position 2015

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