

Herbalife Internacional de México SA de CV in Consumer Health (Mexico)

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Abstracts

Herbalife Internacional de México's strategy is to continue strengthening its position on the Mexican market by actively recruiting new distributors, by retaining its already broad base of distributors and by launching new products on the market. Over the forecast period, the company is expected to keep improving its compensation plan to attract new distributors and retain existing ones, to launch products specifically tailored for Mexican consumers and continue leveraging the network of more th...

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Contents

Strategic Direction

Key Facts

Summary 1 Herbalife Internacional de México SA de CV: Key Facts

Summary 2 Herbalife Internacional de México SA de CV: Operational Indicators

Competitive Positioning

Summary 3 Herbalife Internacional de México SA de CV: Competitive Position 2016

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