

# LVMH Moët Hennessy Louis Vuitton SA in Luxury Goods (Mexico)

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## Abstracts

The company's strategy is to reinforce the positioning of its brands in luxury goods in the Mexican market. It aims to fulfil its customers' quest for exceptionally high-quality products, as well as their desire for authenticity and durability. The company is also committed to offering exceptional customer service in order to underpin an enjoyable shopping experience.

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