

Opticas Devlyn SA de CV in Eyewear (Mexico)

<https://marketpublishers.com/r/O63EA048C6DEN.html>

Date: June 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: O63EA048C6DEN

Abstracts

Devlyn Mexico is the largest chain of optical good stores in the country. During 2016, Devlyn made the move towards a new communication strategy, including designing a new logo as, according to surveys, the company was being perceived by consumers as old fashion and static, despite its strong recognition among consumers.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Contact Lenses and Solutions, Spectacles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Eyewear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Opticas Devlyn SA de CV Key Facts

Summary 2 Opticas Devlyn SA de CV: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Summary Opticas Devlyn SA de CV: Private Label Portfolio

Competitive Positioning

Summary 4 Opticas Devlyn: Competitive Position 2016

I would like to order

Product name: Opticas Devlyn SA de CV in Eyewear (Mexico)

Product link: <https://marketpublishers.com/r/O63EA048C6DEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O63EA048C6DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970