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Ralph Lauren Corp in Luxury Goods (Mexico)

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Abstracts

Ralph Lauren's strategy is to maintain its sales in Mexico through other distributors as it has no plans of having its own stores. In Mexico its more profitable brands are expected to remain Ralph Lauren, Polo Ralph Lauren and to a lesser extent Chaps, due to the wider distribution of the first two brands.

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: Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Portable Consumer Electronics, Luxury Timepieces, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

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

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