

# Richemont de Mexico SA de CV in Luxury Goods (Mexico)

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## Abstracts

Richemont Mexico has a presence in several categories of luxury goods, as it is one of the most important holding companies of luxury brands in the country. The company's overall strategy is to increase awareness and desirability by developing creative products and appropriate marketing programmes.

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## Contents

Strategic Direction

Key Facts

Summary 1 Richemont Mexico SA de CV: Key Facts

Company Background

Summary 2 Richemont Mexico SA de CV: Luxury Brands by Category 2013

Internet Strategy

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