

Sunbeam Mexicana SA de CV in Consumer Appliances (Mexico)

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Abstracts

Sunbeam Mexicana expects to remain the leader of small appliances over the forecast period. Although the company faces increasing competition from consolidated and emerging brands, it aims to maintain its position by offering consumers functional and good-quality products at accessible prices. The company's sales were affected during the economic crisis, as spending on durable goods was limited by consumers. In 2012 the company observed a second year of recovery in terms of sales; however, it...

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