

# Wal-Mart de México SA de CV in Retailing (Mexico)

<https://marketpublishers.com/r/W3D373F92CBEN.html>

Date: March 2014

Pages: 7

Price: US\$ 150.00 (Single User License)

ID: W3D373F92CBEN

## Abstracts

Wal-Mart de México is by far the leading and most influential chained grocery retailer in Mexico. Its strategy of offering low prices to attract consumers has been replicated by all other chained grocery retailers. Wal-Mart has implemented a number of policies to promote a good quality-price ratio. These policies include assertive negotiations with major suppliers to secure low-cost supplies, operational efficiencies, business synergies within the different divisions of the company, and its own...

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:** Non-Store Retailing, Store-based Retailing.

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

### Why buy this report?

Get a detailed picture of the Retailing 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 Wal-Mart de México SA de CV: Key Facts

Summary 2 Wal-Mart de México SA de CV: Operational Indicators

Internet Strategy

Summary 3 Wal-Mart de México SA de CV: Share of Sales Generated by internet

Retailing

Company Background

Chart 1 Wal-Mart de México SA de CV: Superama, Supermarkets in Mexico State

Private Label

Summary 4 Wal-Mart de México SA de CV: Private Label Portfolio

Competitive Positioning

Summary 5 Wal-Mart de México SA de CV: Competitive Position 2013

## I would like to order

Product name: Wal-Mart de México SA de CV in Retailing (Mexico)

Product link: <https://marketpublishers.com/r/W3D373F92CBEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W3D373F92CBEN.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