

Wal-Mart de México SAB de CV in Apparel (Mexico)

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Abstracts

Wal-Mart de Mexico SAB de CV is the leading and most influential chained grocery retailer in Mexico. The company's strategy is based on offering a wide range of products at affordable prices. Consequently, the company has developed a number of policies that ensure consumers the best price-to-quality ratio. These include assertive negotiations with major suppliers in order to secure low-cost supplies, a focus on operational efficiencies and business synergies within different divisions of the...

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