

# Abu Shakra Co in Consumer Foodservice (Egypt)

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## Abstracts

Abu Shakra Co is an Egyptian company that is expected to continue to deliver good quality Middle Eastern food to its consumers. The company is expected to remain a big player in the market, despite increased competition from full service Middle Eastern restaurants. The majority of recently launched brands in this channel are of Syrian origin, generally offering food and drink at extremely competitive prices, a situation which poses a threat to Abu Shakra's value share.

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## Contents

Strategic Direction

Key Facts

Summary 1 Abu Shakra Co: Key Facts

Suppliers

Competitive Positioning

Summary 2 Abu Shakra Co: Competitive Position 2016

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