

Al Hawary Co in Retailing (Egypt)

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Abstracts

Al Hawary is expected to invest in outlet volume expansion in the forecast period, with the company notably constructing a third outlet for its Hyper1 hypermarket brand in Solimania. This outlet will be based on the Cairo-Alexandria desert road. The company also has long-term plans to expand into Upper Egypt. The company aims to expand Hyper1 to five outlets by 2016. The company will also continue to drive sales by offering attractive discounts during the forecast period.

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