

Al Masria Al Alamia Co in Alcoholic Drinks (Egypt)

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Abstracts

Al Alamia al Masria continues to focus on promoting its beer brands, aiming to appeal to an international export market rather than the local market. This is because the company has noted that Al Ahram Beverages already has an almost monopoly on the market and thus would be difficult to compete with. Moreover, some foreign markets tend to be more adventurous and are curious to try imported beers at low prices. Due to low production costs, Egyptian companies are able to offer very competitively.

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