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Alshaya Group in Apparel and Footwear (Egypt)

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Abstracts

Alshaya Group is expected to be cautious when it comes to investing in sales growth in Egypt in the forecast period. The company is likely to wait until the country returns to a greater degree of economic and political stability before it begins to further expand outlet volume for many of its brands. However, the company is keen to expand outlet volume for H&M in Egypt, seeking to cater to the country's large number of fashion-conscious teenagers and young adults. This brand is thus likely to...

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