

Alshaya Maroc SAS in Consumer Foodservice (Morocco)

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Date: June 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

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Abstracts

Alshaya Maroc SAS is the NBO for the Starbucks brand in Morocco. Its strategy for the brand in Morocco is to expand to all major cities in order to gain direct contact with potential consumers. Moreover, unlike in other countries, Starbucks in Morocco combines the Moroccan culture of drinking coffee with the US way of preparing hot and cold drinks. In Morocco, the Starbucks brand offers an attractive and clean environment in which people can sit and chat, encouraging them to spend time with...

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