

Aom Partners Sarl in Apparel (Morocco)

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Abstracts

Aom Partners is expected to continue to focus solely on the Marwa brand during the forecast period. This brand will continue to offer affordable clothing, stressing this with its slogan "Fashion should no longer be a privilege." The chain is thus likely to benefit from ongoing growth in disposable income levels among low- to mid-income consumers. The brand will also continue to benefit from offering clothing for women of all ages and from its strategy of blending western fashions with...

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