

Aswak Assalam in Packaged Food (Morocco)

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Abstracts

Over the forecast period, Ynna Holding will continue to expand its Aswak Assalam hypermarkets chain across Morocco. At the same time, the company will continue to pursue policies that position Aswak Assalam as the country's national retail brand, one that is respectful of Morocco's cultural and religious traditions. For example, Aswak Assalam will continue to refrain from selling alcoholic drinks, while also offering interest-free credit facilities to loyal customers and regularly increasing...

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Contents

Strategic Direction

Key Facts

Summary 1 Aswak Assalam: Key Facts

Summary 2 Aswak Assalam: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Aswak Assalam: Competitive Position 2012

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