

# Comptoir Metallurgique Marocain in Consumer Appliances (Morocco)

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## Abstracts

Over the forecast period Comptoir Métallurgique Marocain (CMM) will seek to strengthen its position in electronics and appliance specialist retailers by opening new outlets across Morocco and regularly updating its product assortment to keep pace with technological developments. To resist the increasing competition from both local and foreign rivals, and to capitalise on growing consumer interest, the company will continue to offer credit free instalment plans to attract as wide a cross-section...

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