

# El Ezzaby Pharmacy SAE in Beauty and Personal Care (Egypt)

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## Abstracts

El Ezzaby Pharmacy once again suspended its plans to expand its branches due to the political unrest and economic situation. The company decided to pursue plans to expand branches into more remote areas in Egypt, yet El Ezzaby is waiting for the country to return to a more stable state. Previous plans to launch a private label beauty and personal care range in 2013 have also been scrapped until further notice. El Ezzaby is Egypt's largest pharmacy chain and its aim is to remain profitable...

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## Contents

Strategic Direction

Key Facts

Summary 1 El Ezzaby Pharmacy SAE: Key Facts

Summary 2 El Ezzaby Pharmacy SAE: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 El Ezzaby Pharmacy SAE: Competitive Position 2014

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