

Fawry Integrated Systems in Financial Cards and Payments (Egypt)

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Abstracts

Fawry intends to increase its service to consumers by expanding its network further across Egypt and also by increasing the number of companies it works with. The company will also need to focus further on consumer education and understanding in order to encourage a further take up of its services by the unbanked population.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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