

Gaumar Maroc in Packaged Food (Morocco)

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Date: December 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G40FDCC7F06EN

Abstracts

Gaumar Maroc has a very strong distribution strategy. Its products are present in all Moroccan cities. Moreover, it charges the same prices for its different references all over the country. The company also dedicates around 3% of its total annual revenue to marketing efforts. The company is also following a strong diversification strategy in order to position itself against the competition.

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