

# Groupe Au Derby in Apparel and Footwear (Morocco)

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## Abstracts

Groupe Au Derby's strategy for its footwear business in Morocco during the forecast period is expected to focus on maintaining its leadership through continuing to offer high-quality products at affordable prices. In addition, the company is set to pursue the ongoing expansion of its own brands in the country by opening more retail outlets, both apparel and footwear specialist retailers outlets and department stores, in major shopping centres and key locations in residential neighbourhoods as it...

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## Contents

Strategic Direction

Key Facts

Summary 1 Groupe Au Derby: Key Facts

Summary 2 Groupe Au Derby: Operational Indicators

Retail Operations

Summary 3 Groupe Au Derby: Retail Operational Indicators

Internet Strategy

Competitive Positioning

Summary 4 Groupe Au Derby: Competitive Position 2016

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