

Groupe Au Derby in Retailing (Morocco)

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Abstracts

Groupe Au Derby, operating already in menswear, womenswear and childrenswear, intends to enlarge its customer base by reducing prices further so as to attract low- to mid-income consumers.

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Contents

Strategic Direction Key Facts Summary 1 Groupe Au Derby: Key Facts Summary 2 Groupe Au Derby: Operational Indicators Internet Strategy Summary 3 Groupe Au Derby: Share of Sales Generated by Internet Retailing Company Background Competitive Positioning Summary 4 Groupe Au Derby: Competitive Position 2013



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