

Groupe Rahal in Consumer Foodservice (Morocco)

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Abstracts

The group's strategic direction is to form alliances with various international foodservice operators which are leaders in their industry in order to create value. The group has four major partners that are leaders in their categories of catering and distribution. Moreover, Groupe Rahal is also looking to use its expertise in consumer foodservice to both expand its existing chains and secure the franchises of other multinational brands. Given that the company's chains target upper-income...

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