

Groupe SEB in Consumer Appliances (Morocco)

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Abstracts

Groupe SEB's strategic direction is long-term and consists of continuing to offer complementary and innovative products of its brands along with ensuring a strong distribution strategy in order to be close to all consumers all over the country.

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Contents

Strategic Direction

Key Facts

Summary 1 Groupe SEB: Key Facts

Summary 2 Groupe SEB: Operational Indicators

Production

Competitive Positioning

Summary 3 Groupe SEB: Competitive Position 2016

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