

I2 Co in Consumer Appliances (Egypt)

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Abstracts

I2 is expected to gain value share within electronics and appliance specialist retailers over the forecast period. The company is likely to capitalise on its widespread presence within Egypt, which is due not only to the wide range of products sold in its outlets, but also to the fact that the company operates within the mobile telecommunications industry. The company's activities as a mobile phone communications operator offers the possibility to access a very high number of potential...

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Contents

Strategic Direction

Key Facts

Summary 1 I2 Co: Key Facts

Summary 2 I2 Co: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 I2 Co: Competitive Position 2015

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