

# Kiriazzi Group in Consumer Appliances (Egypt)

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## Abstracts

Kiriazzi Group's commercial strategy has historically focused on developing its own brands and manufacturing all of its products in Egypt. The company is expected to continue developing new products and opening new manufacturing plants, following the opening of its fifth factory in Egypt during 2014. The company is expected to take further advantage of its competitive advantages in order to maintain lean cost structures and build brand equity on the basis of its status as a local company.

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