

Les Eaux Minérales d'Oulmès in Health and Wellness (Morocco)

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Abstracts

Les Eaux Minérales d'Oulmès will continue to invest in ongoing quality upgrades in the forecast period, with January 2016 notably seeing the company become the first Moroccan company to achieve the 2015 version of ISO 9001. The company notably plans investments of MAD82 million in 2016 and MAD122 million in 2017, with a focus on upgrading and modernising production and opening two new distribution centres. The company will also continue to reinforce its brand portfolio with strong advertising su...

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