

Les Eaux Minérales d'Oulmès in Soft Drinks (Morocco)

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Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: LC814ECDE6FEN

Abstracts

Les Eaux Minérales d'Oulmès's strategic direction is to remain one of the leaders in soft drinks in Morocco through its very popular brands, such as Oulmès and Sidi Ali. The company implements a very strong distribution strategy in order to be in direct contact with potential consumers across the country.

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