

# L'Oréal Maroc in Tissue and Hygiene (Morocco)

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## Abstracts

L'Oréal Maroc's strategic direction is to reposition its activities towards beauty and personal care in Morocco. The company is very popular in the country as it benefits from heavy advertisements of their products broadcasted via international satellite TV channels.

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## Contents

Strategic Direction

Key Facts

Summary 1 L'Oreal Maroc: Key Facts

Summary 2 L'Oreal Maroc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 L'Oreal Maroc: Competitive Position 2015

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