

MAC Co for Promoting Commercial Businesses in Beauty and Personal Care (Egypt)

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Abstracts

Mac Co for Promoting Commercial Businesses is unlikely to expand much over the forecast period as the economic context remains difficult in the country. Should the economic context change over the first two years of the review period, then the company may try to expand its Faces outlets in Egypt over the latter part of the forecast period. However, to what extent this will be possible is uncertain given the current uncertain economic context. "Faces" outlets, ("Wojoooh" in Arabic) are likely to...

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