

Madico PM Casablanca in Pet Care (Morocco)

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Abstracts

The strategy of the company consists in guarding its place in the market and supplying its products through different retail outlets. The company also focuses on diversifying its brand portfolio in order to enlarge its presence in pet care, mainly in pet products and other pet products.

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Contents

Strategic Direction

Key Facts

Summary 1 Madico PM Casablanca: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Madico PM Casablanca: Competitive Position 2012

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