

# Manar SA in Consumer Appliances (Morocco)

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## Abstracts

The company's strategic direction is to position itself in the lower-end and mid-priced segment in all major and small appliances categories in Morocco by investing in innovation and design; it aims to attract people from all consumer groups through its Siera brand.

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## Contents

Strategic Direction

Key Facts

Summary 1 Manar SA: Key Facts

Summary 2 Manar SA: Operational Indicators

Production

Competitive Positioning

Summary 3 Manar SA: Competitive Position 2015

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