

Mansour Group in Consumer Electronics (Egypt)

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Date: November 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M2A75A54C47EN

Abstracts

Mansour will aim for overall leadership in consumer electronics with its Samsung brand in Egypt. The company has rapidly gained share during the review period and will continue its strategy of offering high end as well as more affordable consumer electronics, particularly in key product areas such as digital TVs. Staying ahead technologically and competition from cheaper domestically produced brands will be the company's biggest challenges over the forecast period, in particular due to the...

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