

Mansour Mfg & Distribution (MMD) in Retailing (Egypt)

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Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M63A817F370EN

Abstracts

Grocery retailer Mansour Mfg & Distribution (MMD) opened a new outlet of its supermarkets chain Fresh Food Market in New Cairo in 2016. The company has plans to expand this store over the forecast period. Although the supermarket is considered a premium supermarket offering gourmet products at high prices, the company has a plan to match its pricing levels with its existing supermarkets chain Metro with the aim of eventually rebranding Metro outlets through the expansion of the Fresh Food Market...

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