

Marchime Maroc in Home Care (Morocco)

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Abstracts

Marchime Maroc is planning to invest in increased product development and new product launches, as it is facing intense competition from a growing number of imported products, which caused company shares of home care to decline over the review period. Given that the company activities are limited to air care and home insecticides and are confined solely to the spray format, Marchime is planning to diversify its offer by focusing on different formats, such electric and liquid air care, in order...

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Contents

MARCHIME MAROC IN HOME CARE (MOROCCO)

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July 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Marchime Maroc: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Marchime Maroc: Competitive Position 2012

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