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Masmoudi Patisserie in Retailing (Tunisia)

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Abstracts

The key priorities of the leading pastry producer and retailer Masmoudi Patisserie will centre on international expansion, and on finalising contracts with new franchisees. Indeed, the success which followed the opening of new stores in European countries such as Germany, France and the Netherlands pushed the company to look for further strategic locations, with a new store in Dubai recently opened. This strategy will continue in the coming years as the company establishes more stores in the...

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Contents

Strategic Direction
Key Facts
Summary 1 Masmoudi Patisserie: Key Facts
Summary 2 Masmoudi Patisserie: Operational Indicators
Internet Strategy
Company Background
Private Label
Competitive Positioning
Summary 3 Masmoudi Patisserie: Competitive Position 2012

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