

Mercure International Of Morocco in Apparel and Footwear (Morocco)

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Abstracts

The company's strategy for its adidas brand includes expansion in terms of outlets in order to offset the growing competitiveness of Puma and Nike.

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Contents

Strategic Direction Key Facts Summary 1 Mercure International Of Morocco: Key Facts Summary 2 Mercure International Of Morocco: Operational Indicators Company Background Competitive Positioning Summary 3 Mercure International Of Morocco: Competitive Position 2013 Retail Operations Summary 4 Mercure International Of Morocco: Retail Operational Indicators Internet Strategy Chart 1 Mercure International Of Morocco: adidas in the Morocco Mall



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