

Misr Café Co in Hot Drinks (Egypt)

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Abstracts

Misr Café is specialised in the production of instant coffee and produces products such as 2-in-1 and 3-in-1 instant coffee mixes, ginger café latte and instant. The policy of Misr Café is to sell its products at reasonable prices, which are lower than those charged by other key players. The aim of this policy is to maintain and increase its value share within hot drinks by targeting middle-income consumers; a group which represents some 35% of the Egyptian population. Misr Café focuses on expor...

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