

Mori Co in Consumer Foodservice (Egypt)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M7B3EE4AE75EN

Abstracts

Mori Co is a strong local company that enjoys success in the Egyptian market and is a leading innovator and trend setter. However, the company is facing difficulties as a result of increasing prices due to the fact it imports large amounts of fish. Mori Co is expected to fight for leadership in the market and to acquire more brands in foodservice.

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