

Moro Tissue SA in Tissue and Hygiene (Morocco)

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Abstracts

The company's main development strategy is to expand its product range by exploring other categories within tissue and hygiene, such as the recent launch of Fine brands within wipes, toilet paper, tissues and kitchen towels. Such diversification will become a key strategy for local companies failing to establish themselves due to their weak competitiveness as a result of fierce competition.

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July 2013

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