

# Olympic Group SAE in Consumer Appliances (Egypt)

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## Abstracts

Olympic Group managed to maintain a consistent level of volume sales towards the end of the review period, thanks to its decision to invest in advertising and promotion for its most innovative brands, Zanussi, Electrolux and Ideal. This choice was in line with the company's strategic decision to focus its promotional efforts on its best-known energy-efficient products. Olympic Group is expected to introduce more of these products during the forecast period, as Egyptian consumers are becoming...

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