

Oriental Weavers Co in Retailing (Egypt)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

Oriental Weavers aims to gain a leading position in carpet sales in Egypt over the forecast period by appealing to a wide range of income segments. The company has a dominant position within mechanically-produced carpets within the country and is expected to benefit from its vertical integration and strong focus on quality.

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Euromonitor International
June 2013

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