

Planet Sport SARL in Apparel and Footwear (Morocco)

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Abstracts

The company's strategic aim is to remain the leader in sales of sports footwear and sports apparel in Morocco by selling franchised brands for leading sportswear players such as Nike, Lacoste, Speedo, DC Shoes, Converse and Lotto. Also, Planet Sport Sarl aims to increase its value share by adding new brands to its portfolio and increasing the number of stores it operates.

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Contents

Strategic Direction

Key Facts

Summary 1 Planet Sport SARL: Key Facts

Summary 2 Planet Sport SARL: Operational Indicators

Retail Operations

Summary 3 Planet Sport SARL: Retail Operational Indicators

Internet Strategy

Competitive Positioning

Summary 4 Planet Sport SARL: Competitive Position 2015



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