

Raya Holding Co in Consumer Electronics (Egypt)

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Abstracts

Towards the end of the review period, Raya faced growing competition from other electronics and appliance specialist retailers which expanded their outlet networks at a more rapid pace. As a result, Raya saw its value share decline. Instead, the company decided to focus more heavily on its internet retailing activities and it is expected to continue pursuing this strategy during the forecast period.

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Contents

Strategic Direction

Key Facts

Summary 1 Raya Holding Co: Key Facts

Summary 2 Raya Holding Co: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Raya Holding Co: Competitive Position 2015

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