

Risma (Accor Maroc) in Consumer Foodservice (Morocco)

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Abstracts

After several years implementing an intensive development strategy that included opening its latest Sofitel hotels in Morocco (Sofitel Thalassa Agadir and Sofitel Casablanca), Risma entered a new era concentrating on opening entry-level hotels, such as Ibis Budget. These hotels are less capital intensive than mid-range and upper-end hotels, and require less time to reach their break-even points, meaning that their impact on Risma's profitability will not be significant over the first years...

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