

# Risma (Accor Maroc) in Consumer Foodservice (Morocco)

<https://marketpublishers.com/r/R3DAEF2F2ADEN.html>

Date: August 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R3DAEF2F2ADEN

## 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...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Consumer Foodservice by Location, Consumer Foodservice by Type.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Consumer Foodservice market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Risma (Accor Maroc): Key Facts

Summary 2 Risma (Accor Morocco): Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 Risma (Accor Maroc) Competitive Position 2013

## I would like to order

Product name: Risma (Accor Maroc) in Consumer Foodservice (Morocco)

Product link: <https://marketpublishers.com/r/R3DAEF2F2ADEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R3DAEF2F2ADEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970