

Royal in Consumer Appliances (Morocco)

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Abstracts

Royal will focus on developing its own brand Royal during the forecast period, with the company putting its focus on increasing local production and on new product development. The company aims to gain share in fridges, small kitchen appliances (non-cooking) and small cooking appliances. The removal of import tariffs is however likely to prove a growing challenge during the forecast period, with the company facing increased competition from global players as a result.

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Contents

Strategic Direction

Key Facts

Summary 1 Royal: Key Facts

Summary 2 Royal: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Royal: Competitive Position 2012

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