

Saham SA in Apparel (Morocco)

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Abstracts

Saham is expected to invest in strong outlet volume expansion during the forecast period, particularly for its smaller brands Best Mountain and Sergeant Major. The company is keen to build these chains up in order to offer a range of distinctive brands across apparel specialist retailers. The company is however likely to continue to derive the bulk of its sales from Bigdil, which will benefit strongly from its affordable pricing as low-income consumers' income levels rise. Bigdil is also...

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