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Shams Ltd in Consumer Appliances (Egypt)

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Abstracts

Like many other retailers, Shams Co continued to focus on extensive price promotions in 2012, in order to overcome the effects of the economic slowdown.

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Contents

Strategic Direction
Key Facts
Summary 1 Shams Ltd: Key Facts
Summary 2 Shams Ltd: Operational Indicators
Company Background
Competitive Positioning
Summary 3 Shams Ltd: Competitive Position 2012

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