

Shamsi Group in Apparel and Footwear (Egypt)

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Date: October 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: SF77FA20C9EEN

Abstracts

Shamsi Group is expected to further expand outlet volume in the forecast period, although it may prove cautious in its expansion at the start of the forecast period due to ongoing instability in Egypt. The company is likely to focus expansion on its Premoda brand, which has a more fashionable and affordable positioning than its flagship Dalydress brand and is likely to have a stronger appeal to Egypt's large number of urban teenagers and young adults. Premoda is also expected to benefit from...

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