

Société Ets Michel Najjar in Hot Drinks (United Arab Emirates)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S19AC999F8DEN

Abstracts

Société Ets Michel Najjar's main focus is the on-trade channel in the United Arab Emirates, especially the development of its coffee shops, La Maison du Café. The company is thereby focusing on growing in line with the increasing influx of tourists into the country. This on-trade expansion is also likely to have a positive effect on retail sales.

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