

Société Maghrébine de Distribution des Produits in Packaged Food (Tunisia)

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Abstracts

Société Maghrébine de Distribution des Produits (SMDP) will continue to import and distribute packaged food, especially after the Tunisian government tightened trade relations with some countries, such as Turkey. Indeed, Turkish packaged products in Tunisia are obtaining more shelf space, especially in chocolate confectionery, biscuits and cakes. Therefore, one of the strategic directions of SMDP will be to direct its focus to new markets, such as Turkey and Asia, via good quality products and...

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Contents

Strategic Direction

Key Facts

Summary 1 Société Maghrébine de Distribution des Produits (SMDP): Key Facts

Company Background

Production

Competitive Positioning

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