

Tangérois Electroménager in Consumer Appliances (Morocco)

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Abstracts

Tangérois Electroménager changed its strategy during the review period, with the company planning to focus on increasing sales in existing outlets for the forecast period instead of expanding its outlet volume. The company will focus on driving volume sales growth through the use of marketing and price promotions. The company will however continue to face growing competition from hypermarkets in Morocco during the forecast period, with this channel increasing its range of consumer appliances...

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