

Tawheed & El Nour Co in Retailing (Egypt)

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Abstracts

Tawheed & El Nour Co is facing some social challenges because of allegations of the relationship between its owner and the banned organisation Muslim Brotherhood. For this reason, the company is currently attempting at regaining the confidence of consumers as some Egyptians boycotted its stores, which negatively impacted the company's overall sales in 2016 as well as damaging its reputation.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Tawheed & El Nour Co: Share of Sales Generated by Internet Retailing
2014-2016

Competitive Positioning

Summary 2 Tawheed & El Nour Co: Competitive Position 2016

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