

Unilever Maghreb SA in Packaged Food (Morocco)

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Abstracts

Unilever Maghreb's strategic direction mainly focuses on pricing. To illustrate, the company is offering small packages as well as economy products to serve consumers of all income groups. It also distributes its products through various distribution channels.

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Contents

Strategic Direction

Key Facts

Summary 1 Unilever Maghreb SA: Key Facts

Competitive Positioning

Summary 2 Unilever Maghreb SA: Competitive Position 2017



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