

Whirlpool Corp in Consumer Appliances (Morocco)

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Abstracts

Whirlpool's Moroccan operations are becoming increasingly important in the company's global strategy of the manufacturer as an African hub. The company is thus expected to invest in expanding Moroccan distribution and sales during the forecast period. The company will also benefit from the removal of import duties on products from Europe, as it imports its range. This will enable the company to compete more effectively on price with domestic producers during the forecast period. The company is...

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