

Labanita, Metro and Kheir Zaman Reduce their Prices



In September, the Mansour Group, in collaboration with the Ministry of Supply and Internal Trade, and the Ministry of Investment, embarked upon a new government initiative to reduce the prices of various foodstuffs at the end of every month.

After holding consultations with both ministries, the Mansour Group decided to take part in the initiative by reducing the prices of a range of products at Metro and Kheir Zaman. This was done in parallel to the stores' monthly promotions. Product type and promotion dates were considered and price cuts were synchronized accordingly. The prices of over 80 commodities were lowered.

At the same time, Mansour coordinated with the Ministry of Investment to supply Labanita products to cooperatives affiliated with the business sector of the Ministry, which is a key player in the monthly price reduction campaign. Special promotions on Labanita products, including the 1-Liter Full Cream Milk, Belhana Milk Tetra Fino ½-Liter pouches, 420-gram plain Cheddar Cheese, 8-Piece Single Triangle Cheese and Alexandria Triangle Cheese, conformed to the nature and objective of the campaign.

All 48 Metro and 38 Kheir Zaman stores, across 12 governorates, participated in the scheme. In fact, in November, the Mansour Group offered a general and comprehensive discount of up

to 15% on all products at Kheir Zaman. This extraordinary action motivated the government to further reduce prices at an unprecedented rate. According to specialists, the reduction rates were the highest price cuts ever made in the retail sector.