

## **The Marketing Mix and its influence on the Egyptian Brands performance in the Local Market**

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### **Abstract**

Fashion Retail is considered The most popular forms of fashion in the current era, and under the current economic situation and the recession of the local retail industry, their loss of a large segment of the consumers and their inability to compete in a confrontation of some international Brands located in the local markets for the past few years where Sales of Local Brands collapsed significantly while the international brands achieved a huge success in a few years in a way that worth to be studied have been very successful , have attracted a large number of consumers and could have a remarkable share in no time

In this study a comparison was made between two groups of the Multinational and Local brands as a group of questions regarding the Marketing Mix were put forward to a sample group and the results were collected and analyzed. And it became clear through that the marketing mix plays a role in the obstacles that faces the Local Market.

### **Key Words**

Marketing Mix-Egyptian Brands-Local Markets