

BIM Stores SARL in Retailing (Morocco)

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Abstracts

The strategic direction of BIM Stores is to continue to offer very low prices for grocery and non-grocery products in the Moroccan market. The company is also adopting a very strong expansion strategy, as its number of outlets reached 341 across the country in 2016. Moreover, the company relies on small profit margins in order to be able to offer very cheap prices to customers.

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