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Comptoir Métallurgique Marocain in Retailing (Morocco)

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Abstracts

Over the forecast period, Comptoir Métallurgique Marocain is set to strengthen its position in electronics and appliances specialist retailers by opening new outlets across Morocco and regularly updating its product assortment to keep pace with technological developments. To resist increasing competition from both local and foreign rivals and to capitalise on the growing consumer interest in digital products, the company is set to place a particular emphasis on developing its Digitek retailing...

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