

Famili Shop Hyper Marche Sarl in Retailing (Algeria)

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Abstracts

Famili Shop opened its first hypermarket in Algeria in 2008 after the success of its large-format non-grocery specialists outlet and this was the first hypermarket to open in the country. Although expansion in hypermarkets was expected in other cities, the company has not announced any concrete plans to embark upon an expansion project and Famili Shop appears to have lost ground to its more aggressive rivals Ardis and Numidis. The company's sole retail outlet in Algeria is gaining customers,...

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