

Familishop in Retailing (Algeria)

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Abstracts

Since Familishop opened its first hypermarket in Algeria in 2008—the first hypermarket to open in the country—the company has been planning to expand its presence in hypermarkets, although it currently lacks the financial facilities to do so. The company has not announced any concrete plans to embark upon its expansion project since then. The company's sole retail outlet in Algeria is gaining customers, many of whom are regular visitors to the city of Blida and its surroundings, although the...

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