

# Great Way SARL in Retailing (Algeria)

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## Abstracts

The company operates several international franchises in shopping centres across Algeria, mainly in Bab Ezzouar, which opened in 2010, and Park Mall, which opened in 2016. The first Intersport store occupied 1,600 sq m of selling space in Bab Ezzouar, giving it prime positioning to offer well-known sports and leisure brands to higher-income Algerian consumers.

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