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Groupe Label Vie in Packaged Food (Morocco)

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Abstracts

Groupe Label Vie in Morocco benefits mainly from the strong brand image of Carrefour supermarkets and Atacadao, offering an array of shops which are always more innovative. Carrefour Market offers its customers a very pleasant atmosphere inside its stores. The brand uses very attractive lighting and furniture, along with the possibility for customers to use the traditional loyalty card “Carrefour”. The concept has proved successful for the moment, especially regarding the conversion of Label...

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