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Groupe Mabrouk in Retailing (Tunisia)

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Abstracts

Groupe Mabrouk aims to grow organically in order to strengthen the position of its Géant hypermarkets chain through continuous strong advertising support including radio and outdoor advertising campaigns which highlight the various items on sale in Géant outlets as well as strong in-store promotions aimed at attracting more consumers.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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