

Groupe Poulina in Retailing (Tunisia)

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Abstracts

Groupe Poulina aims to strengthen its presence in the Tunisian retailing industry through organic growth, which is set to be achieved through the strong outlet expansion strategy of its El Mazraa chain. The company also aims to strengthen its export activities by establishing more subsidiaries abroad as it is currently present in Morocco, Algeria, Libya, France, Senegal and China.

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