

Hanouti Shop SA in Retailing (Morocco)

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Abstracts

Due to the unprofitability of its existing outlets with selling space of less than 400 sq m, Hanouti Shop SA is now set to focus its future expansion plans on opening larger outlets with a minimum selling space of 700 sq m, so as to maximise sales per outlet. Franchising is also set to form a key part of the company's future strategy as this will enable it to minimise the financial cost of opening new outlets. Hanouti Shop is also set to offer more enticing packages to independent small grocers...

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