

HeleneB Sarl in Retailing (Algeria)

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Abstracts

HeleneB Sarl regularly opened new retail outlets over the course of the last decade and the company now has 16 outlets throughout Algeria. The company is expected to continue pursuing its expansion plans by opening further outlets in all main cities as the consumers in these major cities tend to have higher purchasing power, which corresponds to the premium products offered by the retailer. HeleneB is also expected to introduce new products in line with trends that are popular in Europe and...

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