

# Hyper SA in Retailing (Morocco)

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## Abstracts

Hyper SA is set to diversify its retailing formats, focusing on four different retailing channels: hypermarkets through its Carrefour chain; supermarkets through its Carrefour Market chain; convenience stores through its Label'Vie Express chain; and media product stores through its Virgin Megastores chain. The company has plans to embark on a massive expansion programme with the objective of converting all of the Metro outlets it acquired during the review period into Carrefour hypermarkets and...

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