

# Kitea SA in Retailing (Morocco)

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## Abstracts

Kitea's strategy is to offer a large number of products in its expanding number of outlets across the whole country, and hence increase its market share. The company is now opening many mega stores under the name Kitea Géant, in which it offers a wide variety of products, and it also chooses strategic locations for such stores, in order to be able to attract a large number of consumers. Kitea is following a very rapid expansion strategy in terms of outlet openings in order to be able to respond...

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