

Label Vie SA in Home Care (Morocco)

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Abstracts

The operations of Label Vie in Morocco benefit mainly from the strong brand image of Carrefour and Atacadão hypermarkets, which operate many outlets in several different formats, all of which are innovative. Carrefour Market stores offer customers a very pleasant shopping experience. The brand uses very attractive lighting and furniture as well as offering customers the possibility to use the traditional Carrefour loyalty card. The concept has proved to be a success, especially following the...

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Contents

Strategic Direction

Key Facts

Summary 1 Label Vie SA: Key Facts

Summary 2 Label Vie SA: Operational Indicators

Competitive Positioning

Summary 3 Label Vie SA: Competitive Position 2015

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