

Label Vie SA in Pet Care (Morocco)

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Abstracts

Label Vie's strategic direction in Morocco consists of further expansion via the opening of new Carrefour hypermarkets and Carrefour Market supermarkets all over the country, in order to gain value share from its competitors, especially Marjane Holding. For example, in 2015/2016, it opened two new Carrefour hypermarkets, one in Oujda and one in Marrakech, to reach six outlets. The company also plans to take advantage of its wide base of modern grocery retailers to launch private label products i...

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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 2016

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