

Label'Vie SA in Consumer Appliances (Morocco)

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Abstracts

The concept of Label'Vie in Morocco benefits mainly from the strong brand image of Carrefour and Atacadão hypermarkets, which offer an array of innovative outlets. Carrefour Market is positioned to offer customers a pleasant in-store experience, while the use of a traditional loyalty card, "Carrefour", is also an option for consumers. The concept has proved successful thus far, especially regarding the conversion of Label'Vie stores to Carrefour.

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