

Label'Vie SA in Retailing (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 outlets which are always innovative. Carrefour Market offers its customers a very pleasant experience in its stores. The brand uses attractive lighting and furniture, along with the possibility for customers to use the traditional loyalty card, Carrefour. Its concept has proved to be a success, especially regarding the conversion of Label'Vie stores to C...

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