

Magasin Général, Groupe in Retailing (Tunisia)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M97DCB6D906EN

Abstracts

Tunisia's leading grocery retailer, Groupe Magasin Général, offers a wide range of food products, mainly fresh produce, including fruit and vegetables, dairy products, meat and fish. The company's plan is based on offering high levels of promotional discounts on the majority of the categories in which it is present, including non-grocery products such as consumer electronics, consumer appliances and homewares. In addition, during special events such as Ramadan, the beginning of new school year...

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