

Marjane Holding in Retailing (Morocco)

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Abstracts

Marjane Holding is set to focus in its future expansion strategy on opening Marjane hypermarkets in key retail locations such as shopping centres as well as extending its presence into Morocco's second-tier cities. The company's recent agreement with the Moroccan National Railway Office (ONCF) to open ACIMA convenience stores in railway stations across the country represent the first step in its path towards engaging mainly in proximity retailing, having already secured the leading positions in...

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