

Maroshop SA in Retailing (Morocco)

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Abstracts

Over the forecast period, Maroshop's holding company Akwa Groupe aims to consolidate the company's leading position in the distribution of fuel by acquiring Morocco's smaller service station chains as well as independently operated service stations and investing in the development of modern service stations. This strategy is expected to help the company to benefit from rising car sales in Morocco and the increasing mobility of the Moroccan population, along with the expansion of motorways...

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