

Microchoix Maroc SARL in Consumer Appliances (Morocco)

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Abstracts

Microchoix Maroc has ambitious expansion plans across the country, opening three outlets each year on average. Having established itself as one of the leading electronics and appliance specialist retailers in Morocco, with outlets in major cities, Microchoix Maroc will focus its future expansion plans on second-tier cities. Given the large area of its outlets, the company will seek to benefit from the low property prices and low rentals in these locations. Microchoix Maroc will also try to...

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