

Microchoix Maroc SARL in Retailing (Morocco)

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Abstracts

Microchoix Maroc SARL has ambitious plans to expand throughout Morocco and the company currently opens around three new outlets on an annual basis. Having established itself as one of the leading electronics and appliance specialist retailers in Morocco with outlets in all of the country's major cities, Microchoix Maroc SARL is now set to focus its future expansion plans on Morocco's second-tier cities, with new outlets expected to open in Agadir and Meknes in the near future. Thus, given the...

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