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Mobilia SA in Retailing (Morocco)

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Abstracts

Following rising property prices and high rentals, the company will focus on increasing sales per square metre by opening larger stores with floorspace of more than 5,000 sq m such as the recent Mobilia megastore, rather than on volume sales accrued from opening several small outlets. This focus on larger stores is also a result of the growing trend towards larger surface area stores initiated by its rival Kitea SA with its Kitea Géant superstores. Moreover, given the intensifying competition...

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