

Uni Confort Maroc Dolidol in Retailing (Morocco)

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Abstracts

Uni Confort Maroc Dolidol aims to maintain its favourable position in retailing in Morocco by targeting primarily upper-middle-income and high-income consumers. In line with this, it is planning to open new outlets in the more affluent neighbourhoods of Morocco's big cities, especially those which are home to the country's wealthiest families or have significant expatriate communities in cities such as Casablanca, Marakesh, Rabat and Agadir. The growing number of guest houses and riads in...

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