

# **Abdul Latif Jameel Technology Products Co Ltd (United Technology Co) in Consumer Appliances (Saudi Arabia)**

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## **Abstracts**

Abdul Latif Jameel Technology Products aims to continue growing organically over the next five years, and expand its presence within the consumer appliances market through strong marketing campaigns via social media platforms such as Facebook. Economic growth in 2014 aided the company, and helped it to maintain its share in 2013. The company is also expected to be highly customer-focused, and be active in terms of product innovation, as well as strengthening its internet retailing site, which...

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