

Al Bandar Trading Co in Apparel (Saudi Arabia)

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Abstracts

Having closed some under-performing outlets in 2010, Al Bandar Trading experienced a strong performance towards the end of the review period, with its high-profile brands and low prices attracting many price-sensitive consumers. In 2012, the company embarked on a new expansion drive in Saudi Arabia, for example by opening 15 new outlets in one day in June 2012. The company is thus expected to continue to gain share during the forecast period due to ongoing outlet volume expansion within apparel...

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