

# Al Bandar Trading Co in Retailing (Saudi Arabia)

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## Abstracts

Over the forecast period, Al Bandar Trading Co aims to continue enhancing its presence in the Kingdom's retailing landscape through significant investment in its geographic presence, improved product quality, increased value-added services and effective marketing and communication strategies. It plans to target the country's lower-income and middle-income consumer groups, providing these consumers with affordable yet high-quality products, thus generating high volume sales.

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