

Al Futtaim Group LLC in Retailing (United Arab Emirates)

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Abstracts

Homewares and home furnishing stores as well as electronic retailers are benefiting from the development of the country's infrastructure and the construction of residential properties. In order to maximise this potential, the company is looking to increase the number of its retail outlets across the UAE and other GCC countries. It also opened its first store in Bahrain in August 2014. Al Futtaim's low price strategy means that its outlets appeal to a large number of consumers. The company's...

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