

Al-Futtaim Travel LLC in Travel and Tourism (United Arab Emirates)

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Abstracts

Al-Futtaim Travel will further position itself as a premium service provider over the forecast period, both within car rental and travel retail. In car rental, the company will continue to expand outlet volume for the Hertz brand, focusing on strategic locations in business areas, airports and shopping malls. The brand mainly targeted corporate leasing customers during the review period, with this likely to remain its major focus during the forecast period. However, the brand is also expected...

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