

Al Othaim Commercial Group in Retailing (Saudi Arabia)

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Abstracts

Al Othaim Commercial is expected to focus on reaching more customers during the forecast period through outlet volume expansion and also by extending its internet retailing operations beyond Riyadh. Other major cities in Saudi Arabia are likely to be the company's initial focus for internet retailing expansion, such as Mecca and Jeddah. The company will also continue to invest heavily in social responsibility schemes, such as the Farhat Watan Card programme, with these creating a strong...

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