

Al Sawani Group in Retailing (Saudi Arabia)

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Abstracts

Al Sawani is in danger of being left behind in retailing against a backdrop of considerable investment by its competitors. Unless the company returns to stronger outlet volume expansion, it is likely to lose share in both outlet volume and transaction value terms during the forecast period. In addition, the company paid little attention to its internet presence towards the end of the review period. Internet retailing and social network sites are becoming increasingly important in Saudi Arabia...

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Contents

Strategic Direction

Key Facts

Summary 1 Al Sawani Group: Key Facts

Internet Strategy

Company Background

Private Label

Summary 2 Al Sawani Group: Private Label Portfolio

Competitive Positioning

Summary 3 Al Sawani Group: Competitive Position 2012

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