

Arabian Oud Co in Beauty and Personal Care (Saudi Arabia)

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Abstracts

The company, which is primarily focused on fragrances and beauty specialist retailers, was the number two player in beauty and personal care in 2016. This is due to its strategy of diversifying its sales through duty-free shops within the three major Saudi airports, located in Dammam, Riyadh and Jeddah. The company also owes its strength to its premium line of traditional fragrances, accounting for a 37% value share in fragrances in 2016.

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Contents

Strategic Direction

Key Facts

Summary 1 Arabian Oud Co: Key Facts

Summary 2 Arabian Oud Co: Operational Indicators

Company Background

Internet Strategy

Competitive Positioning

Summary 3 Arabian Oud Co: Competitive Position 2016

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