

# ASO Shoes Co Ltd in Retailing (Iran)

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## Abstracts

Majid Al Futtaim Hypermarkets LLC aims to become the undisputed leader in modern hypermarkets in Iran. After the successful launches of its first and second stores in Tehran and Shiraz, the company plans to increase its store numbers in other cities as well. However, it will continue to focus on Tehran as the place with a concentration of affluent consumers, and will open its second store in Tehran by the end of 2013. Lack of strong multinational competition is the most significant advantage...

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