

Axiom Telecom LLC in Retailing (Saudi Arabia)

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Abstracts

Axiom Telecom will continue to focus on expanding its distribution reach in Saudi Arabia and expanding its product range through strategic partnerships during the forecast period, such as that agreed with Zain KSA in early-2013. The company is likely to attempt a new IPO in the United Arab Emirates at the start of the forecast period, due to rising economic confidence in the country. If this proves successful, the company is likely to continue to expand outlet volume in Saudi Arabia, albeit at...

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