

# Axiom Telecom LLC in Retailing (United Arab Emirates)

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## Abstracts

Axiom Telecom has been partnering with various mobile manufacturers and brands to distribute products in the Middle East and Africa. The retailer is looking towards new markets for penetration, as competition in core markets such as the United Arab Emirates and Saudi Arabia increases, particularly in India. Axiom Telecom is also working towards changing store formats to concept stores with wider spaces and more product categories in accordance with market trends and moves by its competitors. Ove...

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