

# Azadea Group in Apparel (United Arab Emirates)

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## Abstracts

Over the forecast period, Azadea is expected to continue opening outlets of its existing franchises as well as searching for new franchise partners. Having largely engaged in outlet consolidation towards the end of the review period, Azadea opened the first pilot Middle Eastern store of Asda's fashion label George in Abu Dhabi in November 2012. Given the number of new mall developments, especially in the emirate of Abu Dhabi, Azadea will likely focus on this area. In addition, the company...

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