

# Basic Electronic Co Ltd in Consumer Appliances (Saudi Arabia)

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## Abstracts

Basic Electronic is expected to seek to further expand its range of brands in consumer appliances during the forecast period, by forming new partnerships. The company is also expected to further expand its company-owned electronics and appliance specialist retailers chain during the forecast period. The company is also expected to launch internet retailing, with this service already offered by competitors such as Abdul Latif Jameel by the end of the review period. The company is expected to...

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