

Bloomingdale's By Mail Ltd in Luxury Goods (United Arab Emirates)

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Abstracts

Bloomingdale's at The Dubai Mall is the only Bloomingdale's outlet located outside of the US. Although this outlet has recorded very strong sales since its opening in 2010, the company does not plan further expansion in the Middle East region at this time. Rather, Bloomingdale's plans to focus on continually improving its existing outlet. This is set to be accomplished by hosting frequent in-store events and successfully profiling shoppers, including the numerous inbound tourists who come to...

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Contents

Strategic Direction

Key Facts

Summary 1 Bloomingdale's: Key Facts

Summary 2 Bloomingdale's: Operational Indicators

Internet Strategy

Company Background

Chart 1 Bloomingdale's: in The Dubai Mall

Competitive Positioning

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