

Emke Group in Retailing (United Arab Emirates)

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Abstracts

Emke Group is working towards being one of the most prominent and successful retail conglomerates regionally, as well as globally. With its flagship hypermarket brand Lulu Hypermarket, the company is expanding regionally into countries such as Saudi Arabia, Bahrain and Oman. Having a wider vision, the company is now capitalising on its experience and leadership origin to expand aggressively in Asian markets, prominently India. With its halal hypermarket concept, towards the end of the review per...

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