

Fawaz Abdulaziz Al Hokair Co in Retailing (Saudi Arabia)

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Abstracts

Fawaz Abdulaziz Al Hokair's strategy is taking the acquisition path. Since the acquisition of NESK Group for SR730 million in September 2012, Fawaz Abdulaziz Al Hokair made it clear that its local expansion plan would involve other existing companies that own operational retail brands in Saudi Arabia. The NESK Group acquisition increased Fawaz Abdulaziz Al Hokair's brand portfolio to 70 and added 120 new outlets. Such acquisitions enable the company to quickly expand locally, and avoid the...

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