

# Fawaz Al Hokair Group in Apparel (Saudi Arabia)

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## Abstracts

Fawaz Al Hokair is expected to further expand its brand portfolio during the forecast period. In September 2012, the company launched a new franchise model for grocery retailer Tesco's F&F apparel range, with this affordable brand opening its first outlet in Saudi Arabia in 2013, with more outlets panned during the forecast period. The company will also continue to expand outlet volume for existing successful brands in its portfolio, with Gap likely to be a focus of expansion at the start of...

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