

Fawaz Al Hokair Group in Retailing (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 Florence & Fred, with this affordable brand opening its own outlets in Saudi Arabia from early-2013. 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 the forecast period. The company will however...

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