

Hussein Bakry Gazzaz & Co Ltd in Retailing (Saudi Arabia)

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Abstracts

Hussein Bakry Gazzaz is expected to continue to lose share in beauty specialist retailers during the forecast period unless it adjusts its strategy. The internet is for example becoming increasingly important to marketing in this channel, being used by key competitor Arabian Oud to maintain contact with customers, publicise its range and highlight price promotions and new product development. Unless Hussein Bakry Gazzaz explores the internet for marketing and possibly internet retailing, the...

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