

Ibrahim Shaker Co in Consumer Appliances (Saudi Arabia)

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Abstracts

Ibrahim Shaker aims to continue growing organically through strong product innovation and investing in strong marketing campaigns, especially through social media platforms such as Facebook, in order to appeal to an even wider consumer base. The company also aims to expand its portfolio of global brands and strengthen its presence within core categories through improving its customer service centre, following its launch of a 24-hr call centre in December 2013. The company could well also launch...

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