

Jumbo Electronics Co LLC in Consumer Appliances (United Arab Emirates)

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Abstracts

Jumbo Electronics within consumer appliances is expected to focus its growth strategy via store openings in the United Arab Emirates. The company should increase its brand recognition thanks to wide added-value product offers in its outlets. This should follow the trend of premiumisation as consumers will seek to purchase added-value products as a security label. The good economic outlook should favour such growth thanks to higher disposable incomes in the United Arab Emirates.

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Contents

Strategic Direction

Key Facts

Summary 1 Jumbo Electronics Co LLC: Key Facts

Summary 2 Jumbo Electronics: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Jumbo Electronics: Competitive Position 2013

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