

Majid AI Futtaim Hypermarkets LLC in Retailing (Iran)

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Abstracts

Majid AI Futtaim Hypermarkets LLC, a multinational retailer in Iran, is attempting to expand its outlet numbers all across the country, while also providing many small stores within the capital that can deliver products to customers' homes as fast as possible. Without any significant multinational competition in Iran, repeating the success story of its first store is the company's main goal for the coming years.

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