

# Namshi General Trading LLC in Retailing (United Arab Emirates)

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## Abstracts

The online fashion retailer has invested in infrastructure and technology to gain operational efficiencies and a competitive advantage against its competitors. Similarly, the retailer has negotiated terms with providers to reduce costs, as well as enhanced its product mix by partnering with leading brands such as Mango, Topshop and Topman. Starting with six countries, as of 2016, the retailer operated additionally in Lebanon.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Private Label

    Summary 1 Namshi General Trading LLC: Private Label Portfolio

Competitive Positioning

    Summary 2 Namshi General Trading LLC: Competitive Position 2016

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