

Rubaiyat Co in Apparel (Saudi Arabia)

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Abstracts

Rubaiyat's goal is to become the trendsetter of high-end fashion in Saudi Arabia. The company is in a strong position to take advantage of the growing demand for luxury apparel in the country. Nevertheless, during the review period, Rubaiyat has struggled to attract a wider consumer base within super premium jeans, for example. Therefore, the company is likely to continue operating within its niche and it will further expand by seeking new franchises for Saudi Arabia, such as Brioni in 2011.

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