

Sara Corp in Retailing (Saudi Arabia)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S7AC15DFC7BEN

Abstracts

Sara Corp aims to expand its portfolio by investing in various consumer goods markets which have strong potential for growth in Saudi Arabia. The range of products the company offers includes beauty and personal care, fmcg and luxury goods. The company is pushing its flagship department stores chain Paris Gallery through consistent expansion in terms of the number of outlets as well as by launching new beauty and personal care products, mainly fragrances, on an annual basis, seeking to capture a...

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