

Saudi Hypermarket LLC in Retailing (Saudi Arabia)

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Abstracts

Saudi Hypermarket, after a brief period of undergoing financial crisis, embarked on an expansion plan, by adding another Carrefour hypermarket in 2014. The company aims to gain significantly from the current rapid growth that the hypermarkets channel is seeing through continuous expansion, the hiring of more local and specialised staff, and offering a wide range of products, including high-quality private label products.

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