

# Saudi Marketing Co in Retailing (Saudi Arabia)

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Date: February 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: SE87E7CF520EN

## Abstracts

Saudi Marketing Co plans to excel in grocery retailers through excellence in operations across all types of modern grocery retail formats. The company continued its aggressive expansion plans, opening seven new outlets in 2014, bringing the total number of supermarkets, hypermarkets and convenience stores to 70. The same pace of expansion is expected in the forecast period.

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## Contents

Strategic Direction

Key Facts

Summary 1 Saudi Marketing Co: Key Facts

Summary 2 Saudi Marketing Co: Operational Indicators

Internet Strategy

Summary 3 Saudi Marketing Co: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Saudi Marketing Co: Private Label Portfolio

Competitive Positioning

Summary 5 Saudi Marketing Co: Competitive Position 2014

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