

Sharaf DG LLC in Consumer Appliances (United Arab Emirates)

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Abstracts

The company is unlikely to dramatically expand the store network (Big Box format) for Sharaf DG in the forecast period, having closed two outlets in 2015. Instead, the company is expected to focus on expanding its DG+ chain of audio video boutiques, although it may also open new Sharaf DG outlets if major new shopping malls are opened. The focus will remain on offering high levels of customer service and driving internet retailing growth in the forecast period. The retailer is also predicted to...

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