

Sharaf DG LLC in Consumer Electronics (United Arab Emirates)

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Abstracts

Sharaf DG is expected to continue to expand its network across the United Arab Emirates in the forecast period. Expansion is expected to particularly focus on its DG+ upmarket audio video boutiques but the chain is also expected to expand its big-box Sharaf DG chain. The company could well continue to expand its eKlasse range in the forecast period, with affordable smart watches being a strong contender for launch. The company will continue to drive sales by offering high levels of customer serv...

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