

Sharaf DG LLC in Retailing (United Arab Emirates)

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Abstracts

As the leading electronics and appliance specialist retailer in the United Arab Emirates, Sharaf DG is in a strong position to take advantage of the growing demand for consumer electronics in the country. The company will continue with its outlet expansion, with a new large format expected to be opened in Sharjah in early 2013, for example. At the same time, competition from other specialists as well as hypermarkets is likely to intensify in the category, which may result in diminishing value...

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Contents

Strategic Direction

Key Facts

Summary 1 Sharaf DG LLC: Key Facts

Summary 2 Sharaf DG LLC: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Sharaf DG LLC: Competitive Position 2012

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