

# Souq Group Pvt Ltd in Retailing (United Arab Emirates)

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## Abstracts

Souq Group's brand Souq.com, famously known as the Amazon of the Middle East, is expected to see some key strategic decisions in the coming years, given that the online retailer is now faced with a potential rival in the industry, Noon.com. During 2016, there were talks between Amazon and Souq.com for a potential sale of a stake in the latter. Additionally, in 2016, the company has also taken a leap towards grocery retailing on its online platform by adding a section called "Superstore" and an a...

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