

T Choithram & Sons Dubai in Retailing (United Arab Emirates)

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Abstracts

T Choithram & Sons Dubai has managed to develop its reputation as an environmentally conscious grocery retailer by focusing on offering healthy premium fresh food and packaged food. Over the review period, the company suffered from slow outlet expansion due to strong competition from Majid Al Futtaim Hypermarkets, which opened numerous Carrefour Market supermarkets in strategic locations throughout the United Arab Emirates. Despite this, the company continues to target high-income consumers as...

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