

# United Electronics Co in Consumer Appliances (Saudi Arabia)

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## Abstracts

United Electronics aims to be the leading retailer of consumer electronics, appliances and communication solutions in the MENA region by 2020. This goal is hoped to be achieved by providing the latest innovations, services and solutions to its customers. In 2016 the company managed over 37 retail stores in Saudi Arabia, Bahrain and Oman under the brand Extra. Extra offers its customers more than 12,000 products, fully supported by excellent after-sales services.

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