

United Electronics Co in Consumer Electronics (Saudi Arabia)

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Abstracts

United Electronics Company is a leading retailer of consumer electronics in Saudi Arabia, and is expected to become a leader in consumer electronics, appliances and communication solutions in the GCC region by 2020. Its strategy focuses on opening new branches in Saudi Arabia, and expanding outside the country as well.

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Contents

Strategic Direction

Key Facts

Summary 1 United Electronics Company: Key Facts

Summary 2 United Electronics Company: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 United Electronics Company: Competitive Position 2016

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