

# United Electronics Co in Retailing (Saudi Arabia)

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## Abstracts

United Electronics is expected to continue to focus on reaching a widening range of customers in Saudi Arabia during the forecast period, using a number of different strategies to achieve this aim. The company is for example likely to continue to expand outlet volume in the country, with a focus on outlets in convenient high-traffic locations. With premium chain Zonik already distributing products via a large network of third-party retailers, mass brand Extra is expected to be the focus of...

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