

Introduction Few organizations are as representative of achievement and aspiration in the modern corporate world as Al-Futtaim Group. Through meticulous examination and creative discussion, Al-Futtaim Group may establish itself as a leader in adaptation and resilience to change. By means of thorough investigation, the objective corresponds to uncover the historical subtleties followed by significant turning points that have molded its course, highlighting its underlying ideas along with the path of development. Through an analysis of its internal strengths and weaknesses, the study aims to identify the factors contributing to the competitive edge and areas of the organization that might use development (Shihab, 2022). The initiative aims to provide the organization with the strategic knowledge required to manage uncertainty and take advantage of opportunities by developing a sophisticated understanding of its internal dynamics and external effects. Fundamentally, the project aims to conduct a detailed analysis of the Al-Futtaim Group encompassing the aspects of its foundation to its current position as a giant within the industry. Examining outside influences at the same time, such as sociological and technical developments, political and economic environments, etc. Founded in the midst .of the rapid economic growth of the UAE, it has become a powerful multinational corporation