

SACO was established in Riyadh in 1984 by a small group of businessmen. There are many advantages and strengths that can achieve greater success for SACO as we mentioned, but there are expected threats that could negatively affect the company, such as its provision of electronic devices in a limited way, it is possible that its competitors Jarir and Extra significantly outperform it, and it is also possible to excel. and also it provides some electronic devices, and here the weakness is because the company offers some devices in a limited way compared to Jarir and Extra, there is a great diversity and difference, so the electronic devices are such. The two companies are considered one of the competitors of SACO in terms of electronic devices, and also there is a strong competitor such as IKEA, all of them offer home furniture and tools ....the size in terms of capital :

- oNumber of shares before Capital increase 24 millions
- oCapital after increase SAR 360 Millions
- oPercentage of Capital increase 50%
- Market Share :

The company environment and SWOT analysis: SACO has a lot of competitors, so there are some weaknesses of the company, and it may have defects, advantages, strengths and weaknesses compared to its competitors, and it is possible that there are some expected threats that could negatively affect the company, and we will mention them below ..etc