

Introduction Noon (noon.com) is an e-commerce platform launched in the United Arab Emirates in 2017. Mohammed Alabbar is known for large-scale, trailblazing projects in the Gulf Cooperation Council (GCC) such as Emaar Properties, one of the largest real-estate developers in the United Arab Emirates. Cut 15% OFF your first order We'll deliver a custom Company Analysis paper tailored to your requirements with a good discount Use discount 322 specialists online Noon keeps its goods diversified: in an attempt to meet all customers' needs, it offers food, electronics, beauty products, homeware, and more. The MENA region is adopting technology en masse and acquires new shopping habits that largely rely on online platforms. Today's UAE metrics put it on par with highly competitive, diversified markets such as Singapore.