

AL BOOM MARINE



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The Al Boom Marine Group of Companies is the leading provider of leisure and lifestyle services, products and accessories in the United Arab Emirates. Over the years, the company has successfully expanded into the GCC markets. Al Boom Marine was founded 19 years ago by Mr. Adel Al Sumait, a Kuwaiti national and Mr. Marc Armstrong, a British national. Both partners were educated in the western world whilst spending their professional lives within the Arabian Gulf. As a result, Al Boom Marine has a management team empowered with the skills of western business environments and the inherent knowledge of local trading conditions required to master the market. They are very active in the business and are continuously looking for ways to improve the corporate image and general operations of the company. The Al Boom Marine Group has evolved over the last 19 years from when it first opened its doors in Kuwait and has become one of the most successful retailers in the Arabian Gulf. Passion was the critical factor for success and it is still passion today that drives the business forward, resulting in the expansion of business activities and brand portfolios.

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