

ALM Trade (2000) Ltd in Consumer Appliances (Israel)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A82067C3594EN

Abstracts

ALM Trade (2000) Ltd's strategy over the forecast period will be to focus on its customer service which has a negative reputation among consumers. In addition the chain is considered to be overpriced, compared to other retailers. As a result the company is expected to open new branches over the forecast period in an outlet format, which will offer a smaller variety of products at much more attractive prices in order to attract consumers for whom value for money is the main purchase decision...

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