

# Altex Impex Srl in Consumer Electronics (Romania)

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Date: September 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A82EB1B0C67EN

## Abstracts

Altex intends to focus on the implementation of the omni-channel approach, on increasing its performance in customer service (for example, it aims to develop mobile apps to improve the shopping experience) and in improving its efficiency of sales per sq m. The company also wishes to resume its expansion plans.

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## Contents

Strategic Direction

Key Facts

Summary 1 Altex Impex Srl: Key Facts

Summary 2 Altex Impex Srl: Operational Indicators

Company Background

Chart 1 Altex Impex Srl: Altex in Pitesti

Internet Strategy

Private Label

Summary 3 Altex Impex Srl: Private Label Portfolio

Competitive Positioning

Summary 4 Altex Impex Srl: Competitive Position 2015

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