

Altex Impex SRL in Retailing (Romania)

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Abstracts

Altex Impex SRL, currently the leader in electronics and appliance specialist retailers in Romania, had a hard time during the economic crisis which peaked in Romania during 2009 as demand for durable goods in general dropped across the country. In addition, the limits which were placed on the issue of consumer credit and the general tendency to save money among Romanian consumers, both of which were the result of the economic crisis led to lower spending on non-essential items in Romania...

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