

Altex Romania SRL in Consumer Appliances (Romania)

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Date: November 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A058322FCBEEN

Abstracts

Altex Romania SRL intends to continue expanding in Romania, in order to consolidate its position as a leading retailer. In addition, the company wishes to concentrate on the implementation of the omnichannel approach and to improve the customer experience inside its stores (it has plans for developing a mobile app for this reason).

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