

# Altex Romania SRL in Retailing (Romania)

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## Abstracts

Altex Romania is the leader in electronics and appliance specialist retailers, operating the brands Altex and Media Galaxy in two formats, with Media Galaxy accounting for a bigger sales area. The adoption of an omnichannel strategy was an important step taken by the company. This move will enable consumers to make online purchases in-store, whilst also using its internet retailing site to highlight its extensive range and low prices. Consumers are increasingly researching products in offline st...

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