

Amazon.com Inc in Retailing (France)

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Abstracts

Amazon is expected to consolidate its leading position in internet retailing in France in 2017 by moving into new areas such as packaged food, fresh food, same-day delivery and fashionable local craft products. However, Amazon is in such position of strength in France that the real challenges for the US company will be mainly fiscal and logistical. At the current time, Amazon has only four logistics warehouses in the country and does not have an official French headquarters. This has enabled it...

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