

AO Retail Ltd in Consumer Appliances (United Kingdom)

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Abstracts

The primary challenge AO Retail Ltd will face is likely to be a backlash from other online retailers. With its thin margins, AO Retail Ltd is not suited to a price war and so must seek to emphasise its highly rated customer service and delivery options. The company already employs a sizeable sales force aimed to sell add-ons such as insurance. Other offerings could therefore enable the company to alleviate the pressures within consumer appliances.

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