

# Apple Switzerland AG in Retailing (Switzerland)

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## Abstracts

Apple Switzerland seeks to drive sales growth and to strengthen consumer ties to the brand by widening the availability of the Apple offer. The company opened its fourth outlet in Switzerland in July 2014. Apple Switzerland is expected to continue to leverage its premium competitive positioning, which sets it apart from the rest of the electronics and appliance specialist retailers. Over the forecast period the company is likely to continue to focus on its stores, as they allow the company to...

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