

Archos SA in Consumer Electronics (France)

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Date: February 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: AD724E0B4A6EN

Abstracts

Archos aims to improve its position within consumer electronics in France. The company is expected to continue to invest in product innovation and maintain a low price strategy, in order to offer good quality-price ratios. It is understood that the player is planning to enter smartphones, via the Android operating system, in France.

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