

Associação dos Agentes Autorizados in Consumer Appliances (Portugal)

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Abstracts

Following Euronics International Ltd's general guidelines, Euronics Portugal is likely to aim towards the consolidation of its position nationally. In order to try to shake the superiority of electronics and appliance specialist retailers multiples, such as Worten, Media Markt and Radio Popular, Euronics is predicted to invest in the expansion of its official associated agents throughout the Portuguese territory. As the Algarve and the innermost Portuguese zones have no or little brand...

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