

B Tech Trade & Distribution SAE in Consumer Appliances (Egypt)

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Abstracts

In 2016 B Tech opened its 73rd branch, as it looks to become the largest retailer for consumer electronics and appliances in Egypt with future plans to reach 100 branches by 2018 and to increase the size of its branches to 6,800sq.m per store. The company has more than 54 maintenance service centres spread nationwide. In Q1 2015, B Tech had 160,000 customers. This number has increased on a monthly basis by 6,000-7,000 customers.

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