

Boulanger SA in Consumer Electronics (France)

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Abstracts

Boulanger's main objective during the forecast period is to focus on increasing its presence in different regions of France so as to boost the popularity of the Boulanger brand and optimise its logistics in order to service its internet retailing operations, notably through the development its 'click and collect' service in and around France's many large cities. By increasing its visibility and presence, Boulanger SA is also attempting to challenge Darty, the leading retailer of consumer...

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