

# Cdiscount SA in Consumer Appliances (France)

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## Abstracts

As the leading e-commerce retailer in value terms in France in 2013, the strategic direction of Cdiscount over the forecast period with regard to consumer appliances will be to consolidate and grow its lead in internet retailing through a strong focus on discount pricing, combined with logistics and multi-channel optimisation strategies. From a broad perspective, the general strategic motto of the pure internet player retailer is to offer the “Best products at the best prices”.

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