

CDON Group in Retailing (Finland)

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Abstracts

CDON Group aims to offer an extensive selection of online brands in Finland. Due to the Group's substantial size it is able to offer competitive prices for the branded products it sells. The company has put more emphasis on simplifying its brand portfolio. This included divestment from the Tretti.fi consumer electronics brand, and locating all electronic products on its CDON online store.

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