

# Dante International SA (Emag) in Consumer Appliances (Romania)

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Date: March 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

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## Abstracts

The company is focusing on widening the product portfolio of its online platform, to include not only consumer appliances and consumer electronics, but apparel, sportswear, food and car accessories amongst others. The company's strategy is to create an Amazon-like all-in-one online shopping centre offering any type of product. The company combines offline and online delivery, by offering the possibility for consumers to try out electronics products in its showroom, which also serves as the...

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