

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

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## Abstracts

Dante International is the leading player of internet retailing in Romania with especially strong positions in electronics and appliances segments which had a strong evolution over the review period. 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. Recently, the company expanded even to travel and insurance products. The company's strategy is to...

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