

Dante International SA (Emag) in Retailing (Romania)

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Abstracts

Dante International is expected to focus on further expanding the range of products offered via its eMAG internet retailing site in the forecast period. The company will also continue to strongly promote the Black Friday discount event, with this event being likely to attract a growing number of consumers both to internet retailing and eMAG in the forecast period. The company is however likely to also expand its showroom network across the country. Dante recognises that there is an entrenched...

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