

Dante International SA in Retailing (Romania)

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Abstracts

Dante International is the leader in internet retailing in Romania. It is expected to focus on further expanding its own range of products offered via the eMAG website, but also to develop its e-marketplace during the forecast period. The company will also continue to strongly promote the Black Friday discount event, with this likely to attract a growing number of consumers both to internet retailing and to eMAG in the forecast period. The company is, however, also likely to expand its showroom...

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