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Digitec AG in Retailing (Switzerland)

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Abstracts

Going into the forecast period, a key strategy for Digitec will remain a push towards offering an even broader product range to consumers, supported by after-sales service. In addition, the company is likely to open several more physical stores to supplement its internet retailing operations, in order to better reach out to consumers. The company is poised to do well with this approach, as the addition of after-sales service could strengthen its brand name beyond the success of its online shop.

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