

Dixons Retail Plc in Consumer Electronics (United Kingdom)

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Date: December 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: D8F2E0A5B94EN

Abstracts

Dixons switched its focus on developing its multichannel proposition, such as its reserve and collect function, for its Currys and PC World brands. Significant progress was made with Dixons Retail's multi-channel business in 2012, particularly in the second half which witnessed growth of 48%.

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