

Dixons South East Europe SA in Consumer Appliances (Greece)

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Abstracts

One of the company's key priorities in response to the economic crisis was to reduce operating costs. To achieve this, the retailer applied pressure to drop the rental costs of its stores, and shut down unprofitable outlets to focus on the most successful ones. The company invested €25 million over the last five years in its stores, introducing new concepts such as shop-in-shop, B2B and internet retailing.

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