

Dixons South East Europe SA in Consumer Electronics (Greece)

<https://marketpublishers.com/r/D5FE70096E5EN.html>

Date: August 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: D5FE70096E5EN

Abstracts

Kotsovolos, operated by Dixons South East Europe SA, has engaged in fierce competition with Media Markt, owned by the German Metro Group, in order to retain its leading position in the Greek consumer electronics market and take advantage of the closure of the Electroniki Athinon chain in April 2016. Despite the unfavourable economic conditions, Kotsovolos is investing in the opening of new outlets and the transfer and renovation of others, under a EUR13.5 million investment scheme for 2015-2017.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Computers and Peripherals, Digital Cameras by Type, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics, Tablets by OS.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Electronics market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Dixons South East Europe SA: Key Facts

Summary 2 Dixons South East Europe SA: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Dixons South East Europe SA: Competitive Position 2016

I would like to order

Product name: Dixons South East Europe SA in Consumer Electronics (Greece)

Product link: <https://marketpublishers.com/r/D5FE70096E5EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D5FE70096E5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970