

Domo Retail SA in Consumer Appliances (Romania)

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Abstracts

After a tough year in 2011, Domo Retail made consistent efforts to regain the attention of consumers and improve company share. Costs have been closely monitored and efforts were made to reduce expenditure, thus smaller outlets were closed and resources were directed towards large stores. The company's sales performance improved significantly in 2012, and it plans to continue to strengthen its position in electronics and appliance specialist retailers in Romania.

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