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E-Tec Electronic GmbH in Consumer Electronics (Austria)

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Abstracts

E-tec electronics GmbH largely builds its strategy on its low-price policy. Price comparison websites show that it successfully competes with both bigger retailing chains and smaller online-only shops. The company relies very much on its online business and is not expected to expand its branch network very much in the next few years.

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Contents

Strategic Direction
Key Facts
Summary 1 e-tec electronic GmbH: Key Facts
Summary 2 e-tec electronic GmbH: Operational Indicators
Company Background
  Chart 1 e-tec electronics GmbH: e-tec in Graz
  Chart 2 e-tec electronics GmbH: e-tec in Graz
Internet Strategy
Private Label
Competitive Positioning
Summary 3 e-tec electronic GmbH: Competitive Position 2012

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