

Eldorado OOO in Consumer Electronics (Russia)

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Date: December 2014

Pages: 5

Price: US\$ 150.00 (Single User License)

ID: E93955AFC4FEN

Abstracts

Due to its aggressive advertising strategy, hard discounting and strong franchise development, Eldorado remains one of the leading electronics and appliance specialist retailers in Russia. During the review period the company significantly strengthened its competitive position in the retailing of consumer electronics via the internet in Russia. Eldorado is expected to remain one of the major players in terms of online sales of consumer electronics and appliances in Russia over the forecast...

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