

## Eldorado OOO in Retailing (Russia)

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### Abstracts

Eldorado remains and will continue to be the leading electronics and appliance specialist retailer given the combination of an aggressive expansion strategy, hard discounting and strong franchise development. The company will continue its development in 2013, opening new branded stores and growing its franchise business. The company is also expected to increase its distribution activities in cooperation with key retail chains.

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## Contents

Strategic Direction

Key Facts

Summary 1 Eldorado OOO: Key Facts

Summary 2 Eldorado OOO: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Eldorado OOO: Private Label Portfolio

Competitive Positioning

Summary 4 Eldorado OOO: Competitive Position 2012

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