

# Electra Consumer Products Ltd in Retailing (Israel)

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## Abstracts

Electra's main goal in the retailing field is increasing profits, while offering a wide variety of products from multiple manufacturers and providing good customer service. The company plans to do this by investing in advertising, improving customer service, increasing the amount of products sold and maintaining good relationships with suppliers. Additionally, the company has been closing unprofitable stores and will continue to do so to increase profitability.

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