

Elgiganten AB in Consumer Appliances (Sweden)

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Abstracts

Elgiganten is set to continue operating under a price-competitive strategy in an attempt to maintain its position as the leading electronics and appliance specialist retailers chain in Sweden. The company is expected to continue recording increases in terms of the numbers of outlets in its chain and the selling space in its biggest outlets over the forecast period and the company is set to continue developing and expanding its so-called 'megastore' concept with new outlets in order to improve...

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Contents

Strategic Direction

Key Facts

Summary 1 Elgiganten AB Key Facts

Summary 2 Elgiganten AB: Operational Indicators

Company Background

Chart 1 Elgiganten AB: Elgiganten in Malmö

Internet Strategy

Private Label

Summary 3 Elgiganten AB: Private Label Portfolio

Competitive Positioning

Summary 4 Elgiganten AB: Competitive Position 2016

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