

# Elgiganten AB in Consumer Electronics (Sweden)

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## Abstracts

Elgiganten AB continued its expansion in 2017 with the company planning to establish 5-10 new outlets during the year. The long-term strategy is to make it easier to shop, and this can be achieved through an increased presence all over the country. Elgiganten AB is therefore striving to locate outlets more evenly across the country and not only concentrated around the big cities in Sweden.

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