

Elgiganten AS in Consumer Electronics (Denmark)

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Abstracts

Elgiganten aims to consolidate and grow its position in retailing through the ongoing implementation of an omnichannel strategy. The retailer views its success as dependent on the seamless integration of its store and online retailing presence. It is expected that Elgiganten is set to expand its store network over the forecast period, including an increase in store selling space. It is expected to implement a competitive pricing strategy to maintain and grow its retail shares and position. Howev...

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