

# Elgiganten AS in Retailing (Denmark)

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## Abstracts

Elgiganten will continue to focus its efforts and resources to consolidate its leading position as the most important electronics and appliance specialist retailer in Denmark. Elgiganten is primarily a store-based chain, although it does have a strong position in internet retailing distribution with its elgiganten.dk online service. In order to be as attractive to as many consumers as possible, Elgiganten will continue to invest in its store-based outlets, as well as develop its staff to provide...

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