

Elit Electronics JSC in Retailing (Georgia)

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Abstracts

The company's key success factors are best prices, a wide and constantly updated range of products, warranty and post-warranty service, timely delivery of goods on credit, high quality service and individual approach to each customer. Company is focused on further development of its chain on Georgian market in order to sustain competitive advantage.

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Contents

Strategic Direction

Key Facts

Summary 1 Elit Electronics JSC: Key Facts

Summary 2 Elit Electronics JSC: Operational Indicators 2012-2014

Internet Strategy

Company Background

Competitive Positioning

Summary 3 Elit Electronics: Competitive Position 2014

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