

Elkjøp Norge AS in Consumer Electronics (Norway)

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Abstracts

Elkjøp will continue to develop an omnichannel retailing strategy over the forecast period as it seeks to implement a seamless and unified customer experience across its various store and non-store based retailing channels. To this end, the retailer stated in the beginning of 2016 that it will launch an option for mobile payment in the web store through collaboration with Vipps by DnB, which they hope will make the shopping experience more convenient for their online shoppers. The company has al...

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