

Elkjøp Norge AS in Consumer Appliances (Norway)

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Abstracts

Elkjøp Norge will continue to develop an omni-channel 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 activities. To this end, the retailer will continue to develop its internet presence to meet the needs of smartphone and tablet users. The opening of warehouses with 24/7 opening for the collection of consumer electronics purchased online also forms part of the ongoing implemen...

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