

Elkjøp Norge AS in Retailing (Norway)

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Abstracts

Elkjøp aims to strengthen its leading position in electronics and appliance specialist retailers in Norway over the forecast period via a number of well-located outlets in major urban centres which provide the widest variety of products. In addition, the well-established position of Elkjøp online means that the retailer's growth will likely increasingly be driven by internet sales over the forecast period.

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