

Ellos AS in Retailing (Norway)

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Abstracts

Ellos aims to return to positive growth in Norway over the forecast period through an expansion of its Ellos and Jotex brands through internet retailing. This will be achieved through targeted online marketing as well as smart use of other platforms like social media. The company will continue to provide a wide range of products of decent standard which, at low prices, appeal to the growing popularity of internet retailing among Norwegian consumers.

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