

EuroMedia doo in Retailing (Macedonia)

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Abstracts

EuroMedia's strategic goal is to maintain its lead position within electronics and appliance specialist retailers by offering a wide range of products at affordable prices and improve sales by implementing a new sales strategy such as facilitated credit, which Euro Media negotiated with some of the labour unions and select companies in Macedonia. Employees of these companies would be able to purchase products from EuroMedia's Neptun shop outlets, whilst the cost of the goods would be deducted...

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