

Euronics Deutschland eG in Consumer Electronics (Germany)

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Date: January 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: E5B7FD98D54EN

Abstracts

As one of the leading consumer electronics and appliances specialist retailing groups in Germany, Euronics Deutschland eG faces a challenging environment with a high level of maturity and saturation, which means a strong focus on current trends and new developments is required. In order to maintain its position and regain growth, the company is investing in new store set-ups, as well as employee training and services in order to ensure the professional and persuasive presentation of new...

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