

Euronics Italia SpA in Consumer Electronics (Italy)

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Abstracts

As one of Italy's leading electronics and appliance specialist retailers, Euronics was nonetheless forced to undergo a reorganisation of its outlets during the review period. The company is trialling various formats in order to defend its declining market share, such as Euronics XXL, a larger format store, or Euronics 3.0, which was introduced in 2012. The Euronics 3.0 store concept offers a multimedia and interactive shopping experience, with areas devoted to particular products and brands. The...

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