

Euronics Kft in Consumer Appliances (Hungary)

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Abstracts

In terms of outlet numbers and country-wide coverage, Euronics is second largest electrical goods retailer chain in Hungary. In the face of recent developments, the challenge and primary aim of the company is to retain this title while striking a balance between network size and the profitability of smaller outlets.

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Contents

Strategic Direction

Key Facts

Summary 1 Euronics Kft (Vörösko Kft): Key Facts

Summary 2 Euronics Kft (Vörösko Kft): Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Euronics Kft: Competitive Position 2014



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