

# Euronics Portugal – Associação dos Agentes Autorizados in Consumer Appliances (Portugal)

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## Abstracts

Euronics Portugal's strategic direction is based on the concept of convergence. The company's main goal is to try to gather the highest possible number of independent small consumer electronics and appliances specialist retailers in order to strengthen the positioning of these retailers. Regardless of the fact that the company already offers a wide range of major international consumer appliances brands within its portfolio, Euronics' main strategy during the forecast period is likely to remain...

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