

# Expert AG in Consumer Appliances (Germany)

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## Abstracts

After having successfully integrated 18 of the previous ProMarkt outlets during the course of 2013, Expert AG is concentrating more on its core competencies and innovative multi-channel approaches. An optimised alignment of online activities and store-based business is one aspect of Expert's elaborate strategy to maintain the attractiveness of its specialist outlets. Service and professional consulting, as well as additional benefits such as end-consumer training after a purchase, moved further...

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