

Expert A/S in Consumer Appliances (Denmark)

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Abstracts

Expert Danmark is set to consolidate its position as a leading player in the electronics and appliance specialist retailers channel. The company intends to achieve its goals by pursuing price-competitive positioning, by identifying potential cost savings and through the ongoing expansion and redevelopment of its outlet network. Expert Danmark will also focus on internet retailing and will make efforts to increase its share in this distribution channel throughout the forecast period.

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