

Expert AS in Consumer Electronics (Norway)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

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Abstracts

In 2011 Expert Norge AS had 175 stores throughout the country, 60 fully owned by the Expert company, the rest franchised. The company is aiming to become the leading player in the Norwegian consumer electronics and appliances market, by giving consumers the best customer experience through direct contact and an internet store.

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