

Expert Danmark A/S in Consumer Appliances (Denmark)

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Abstracts

Expert Danmark A/S is set to continue establishing its position as a leading player in electronics and appliance specialist retailers in Denmark. The retailer is set to achieve its goals by developing a price-competitive positioning strategy, identifying potential cost-saving operations and performing ongoing expansion and redevelopment of its outlet network. Expert Danmark A/S will also put more focus on its internet retailing service and will seek to increase its market share in that.

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Contents

Strategic Direction

Key Facts

Summary 1 Expert Danmark A/S: Key Facts

Summary 2 Expert Danmark A/S: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Expert Danmark A/S: Competitive Position 2014

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