

Expert Danmark A/S in Retailing (Denmark)

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Date: March 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: E9777A8ED99EN

Abstracts

Expert Danmark is set to consolidate its position as a leading player in electronics and appliance specialist retailers in Denmark. The company intends to achieve its goals by pursuing a 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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