

Expert Norge AS in Retailing (Norway)

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Abstracts

Expert aims to continue challenging the leading end of electronics and appliance specialist retailers in Norway over the forecast period through an aggressive pricing strategy, increased online presence and extra focus on providing service to customers. Continuous marketing will reinforce all these across a range of media platforms, ensuring that Expert remains one of the most recognisable retailing brands in Norway.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Expert Norge AS: Share of Sales Generated by Internet Retailing
2014-2016

Competitive Positioning

Summary 2 Expert Norge AS: Competitive Position 2016

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