

# 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.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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