

Expert Österreich eGen in Consumer Appliances (Austria)

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Abstracts

Expert Österreich is set to continue following a heavily competitive pricing strategy to further consolidate its position as the leading retailer of economy and mid-priced consumer appliances in Austria. Another focus area for the retailer is set to be the improvement of the brand's customer services, including expert advice and installation services. Expert is set to employ this strategy in a bid to develop a unique selling point and be able to fend off the competition it faces from online reta...

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