

Expert Österreich eGen in Consumer Electronics (Austria)

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Abstracts

As a large cooperative of local electronics and appliance specialist retailers, Expert Österreich eGen continues to draw primarily on its extensive network of affiliated stores throughout the country to offer consumers expert purchasing advice as well as a range of related services, including repair and installation. Expert Österreich eGen aims to adapt to the changing Austrian retailing environment by giving greater prominence to multi-channelling. To this effect, the cooperative launched a new...

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