

Explay ZAO in Consumer Electronics (Russia)

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Abstracts

The main strategies of Explay are to set low prices and offer a one-year warranty for its entire range, as well as offering a wide service network all over Russia, and the delivery of orders to all Russian cities. The aim is to develop the company and improve brand recognition. A clear understanding of the fact that numerous Chinese manufacturers offer a wide range of products similar to Explay forced the company to focus on after-sales customer service and strategic investment in the creation...

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