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Extreme Digital Zrt in Retailing (Hungary)

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Abstracts

Extreme Digital's strategic concept is to maintain the omni-channel retailing solution with greater focus on its online division, without a significant increase in outlet size from the current level of 13. The company constantly adds new product categories to its edigital.hu webshop assortment, like appliances, toys, games, books, beauty and baby care, and office supplies as a move towards a generic webshop, while stores insist on presenting products related to its core business portable...

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

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