

Fnac Portugal - ACDLDMPT Lda in Retailing (Portugal)

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Abstracts

Fnac has already acknowledged the high potential of the proximity trend in the Portuguese retailing market and, with significant investment in the opening of new outlets, this is certain to be the retailer's most important strategy over the forecast period. According to Fnac executives, after the success of the five new stores opened in 2014 and 2015, the goal is to invest a further EUR5 million in the construction of at least five new outlets in major cities which do not have a Fnac store nearb...

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