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Fnac SA in Retailing (France)

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Abstracts

Fnac SA continues to diversify its offer and become a place to discover the latest cultural trends. Also, the retailer counts on keeping its clients thanks to exclusive offers on media, but the competition is strong, and sales are dropping. In 2012, the general direction of the group PPR, which owns Fnac, decided to launch a plan to reinitiate the sales, but current trends (low consumer purchasing power and internet development) are not favourable to the wellbeing of media retailers in general.

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