

Germanos SA in Retailing (Greece)

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Abstracts

Following the company's acquisition in 2006 by Cosmote SA, the retailer managed to boost its revenues by offering mobile contracts operated by its new parent company, Cosmote. However, the company's overall management team hopes to increase sales of supplementary products and services as this is one of the bases of the company's current success, not to mention that the company seeks to differentiate itself from its competitors operating in the provision of mobile telecommunications.

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