

Groupe Fnac SA in Consumer Electronics (France)

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Abstracts

Following the acquisition of Darty in mid-2016, Groupe Fnac is the leading electronics and appliance specialist retailer; it aims to promptly transform its presence in France via four paths of development: digital, omnichannel, expansion and diversification. Further integration of Fnac and Darty outlets as well as websites into marketplaces and the expansion of product lines are the two key priorities for the company. Other areas of development include improving service levels via more personali...

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