

Grupa Allegro Sp zoo in Apparel and Footwear (Poland)

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Abstracts

In April 2013, the company introduced significant changes to the appearance and functionality of the Allegro.pl site. The company modernised the service, which has remained unchanged for several years. The changes show that Allegro.pl wants to change its image from an auction site to an online store. It is noteworthy that only 10% of its offers are auctions. Moreover, in 2013, the company focused on the development of the “Brand Zone” service and concentrated on developing m-commerce services.

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