

Harvey Norman Holdings Ltd in Retailing (Australia)

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Abstracts

Harvey Norman has embarked on an online strategy to try to offset diminishing in-store sales faced by most players within electronics and appliance specialist retailers over the last two years of the review period. Although the company neglected the online channel for many years, by the end of 2013 the Harvey Norman digital, store and distribution channels were fully integrated. The company's strategic change to embrace online retailing led the company to be recognised as the best multichannel...

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