

Hipermóvel - Mobiliário e Decoração SA in Consumer Appliances (Portugal)

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Abstracts

In 2014 Hipermóvel - Mobiliário e Decoração launched an ambitious expansion plan for Conforama, integrated in its global strategy of increasing its position in the Iberian market. An investment of €20 million was announced in 2014, to increase the initial four stores by an additional eight new stores by 2017. At the end of 2015 Conforama had already reached a total of eight stores, reinforcing its position in the main cities and regions. In addition to these new openings, the company also...

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