

Infiniti Retail Ltd in Consumer Electronics (India)

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Date: August 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: IBC1E52266EEN

Abstracts

Infiniti Retail plans to open a network of small stores and increase the size of its existing stores to fight competition from internet retailers. Its existing stores are being converted to large 650-930 sq m stores to build shop-in-shops and branded kiosks. Additionally, the company is also focused on setting smaller stores of size 110-180 sq m carrying a wide assortment of products with the focus on mobile phones and wearables.

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