

Integral Plus MMC in Retailing (Azerbaijan)

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Abstracts

Integral Plus aims to increase its customer base in Azerbaijan in 2016 and in the future, and increase retail sales by integrating different retail channels – internet retailing and store-based retailing. The company is searching for new effective marketplaces in Azerbaijan, and aims to increase its sales by working domestically in the future. With the development of high technologies, sales of consumer appliances and consumer electronics are expected to increase further in Azerbaijan. Integral...

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