

# Intersys SA in Consumer Electronics (Greece)

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## Abstracts

The company is focusing on maintaining its value share in the highly competitive Greek consumer electronics industry. Intersys SA represents some of the best-known global consumer electronics brands in Greece, including Canon, Pioneer, Toshiba, TomTom and, since 2012, Olympus. The company is in the process of reviewing its internal costs structures and this, combined with the drive to begin representing more major brands and offering products at the lowest possible prices, the company aims to...

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## Contents

Strategic Direction

Key Facts

Summary 1 Ivan Botero Gomez y Cia EU: Key Facts

Summary 2 Ivan Botero Gomez y Cia EU: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Ivan Botero Gomez y Cia EU: Competitive Position 2012

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