

JB Hi-Fi Ltd in Consumer Appliances (Australia)

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Abstracts

JB Hi-Fi has identified the ever-changing nature of the retail landscape in consumer electronics and appliances in Australia. The company continues to maintain its current range of products while actively seeking out new areas, such as large consumer appliances, in order to drive sales. The company's acquisition of The Good Guys retail chain in September 2016 signalled its intention to expand its footprint in consumer appliances in Australia.

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