

JB Hi-Fi Ltd in Retailing (Australia)

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Abstracts

JB Hi-Fi will continue to strengthen its position in the electronics and appliances industry by increasing its range of appliances across both of its store formats, as well as by increasing its network of JB Hi-Fi HOME stores. The company has announced that it will not only open new JB Hi-Fi HOME outlets, but it will also convert some of its traditional stores into the HOME format. This will represent an increase in the retailers selling space as the new format also requires the addition of 400s...

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