

JP Sá Couto SA in Consumer Electronics (Portugal)

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Abstracts

JP Sá Couto's future strategy is foretold to focus on two major pillars: Distribution of products and e-commerce. Distribution enlargement will allow this Portuguese entrepreneur to enlarge its know-how in the consumer electronics market and consequently improve and develop the quality of its own brands, Magalhães and Tsunami. In parallel, JP Sá Couto is totally aware that in order to grow sales, the development of a well-managed, practical and intuitive e-commerce channel is crucial. As a...

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Contents

Strategic Direction

Key Facts

Summary 1 JP Sá Couto SA: Key Facts

Summary 2 JP Sá Couto SA: Operational Indicators

Company Background

Production

Summary 3 JP Sá Couto SA: Production Statistics 2013

Competitive Positioning

Summary 4 JP Sá Couto SA: Competitive Position 2013

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