

K&K Electronics EAD in Retailing (Bulgaria)

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Date: May 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: K40B265FD6BEN

Abstracts

K&K Electronics operates the Technomarket outlet chain. It is the most successful retailer not only in Bulgaria, but also in the Balkans, and is continuously expanding. It has also expanded into other categories than pure durable goods – the company also operates the brands Technomarket @Home and Public, which are home accessories and “infotainment” outlets, respectively.

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