

M Video OAO in Consumer Appliances (Russia)

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Abstracts

M Video OAO is the largest consumer electronics and appliances retailer in Russia. Its key strategic focus areas include increasing its share of sales in the consumer appliances and consumer electronics markets through organic growth of its electronics and appliance specialist retailers chain as well as developing key brand advantages, enhancing customer service, developing an omni-channel retail strategy; and building its outlet network with the key focus on maximising profitability.

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