

# M Video OAO in Retailing (Russia)

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## Abstracts

The key strategic goal of M Video is to maintain its leading position and increase its value share in electronics and appliance specialist retailers. The company also plans to expand its geographic coverage by opening new stores across Russia, as well optimising its existing stores. In addition, the retailer will continue to develop via an omnichannel business model, offering consumers a more convenient shopping experience. Finally, the company will introduce new services and launch new...

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 M Video OAO: Share of Sales Generated by Internet Retailing 2014-2016

Competitive Positioning

Summary 2 M Video OAO: Competitive Position 2016

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