

# Mahsanei Hashmal Ltd in Consumer Appliances (Israel)

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## Abstracts

Electra Consumers Products Ltd closed down numerous stores during the final two years of the review period, mostly outlets of Shekem Electric, a relatively high-priced consumer appliance and electronics specialist chain. The more profitable stores of this chain were converted into Mahsanei Hashmal Ltd stores, which is the company's competitively priced retail chain. Simultaneously, Electra Consumers Products established an online store for Mahsanei Hashmal Ltd and advertised it extensively in th...

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