

Micromania France SA in Toys and Games (France)

<https://marketpublishers.com/r/M334ADCBD6EEN.html>

Date: October 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M334ADCBD6EEN

Abstracts

Micromania will continue to open new media products stores over the forecast period, while also working to expand assortments and improve customer services in its existing outlets. Most notably, throughout 2013 the company will focus on refurbishing, rebranding and reopening the 44 outlets it recently acquired from the GAME chain. It also plans to offer €10 discount vouchers to existing customers who remain loyal to these 44 outlets despite the change in ownership. At the same time, it will...

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