

Möbel Pfister AG in Home and Garden (Switzerland)

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Abstracts

As one of the leading Swiss manufacturers and retailers of home and garden products, with a particular emphasis on home furnishings, this domestic company aims to continue focusing on its cross-channel retailing strategy in order to deliver its customers an all-round shopping and service experience. Furthermore, the company plans to constantly expand its online product ranges and therefore maintain the double-digit growth it generated in internet retailing in 2014. Furthermore, the company...

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