

MobileStore Ltd, The in Consumer Electronics (India)

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Abstracts

The online store The MobileStore Ltd, namely “www.themobilestore.in” is facing stiff competition from online retailers, such as flipkart.com, snapdeal.com and amazon.com. Hence the company has started focusing on its online channel. There is a growing trend among Indian consumers purchasing smartphone and feature phones online. Also, smartphone manufacturers, such as Micromax, Karbonn and Spice, are launching some of their models exclusively on online retail channels. The Mobilestore Ltd is...

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Contents

Strategic Direction

Key Facts

Summary 1 The MobileStore Ltd: Key Facts

Summary 2 The MobileStore Ltd: Operational Indicators

Company Background

Chart 1 The MobileStore Ltd: in Bangalore, India

Internet Strategy

Private Label

Competitive Positioning

Summary 3 The MobileStore Ltd: Competitive Position 2013

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