

Neonet SA in Consumer Electronics (Poland)

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Abstracts

Neonet's long-term strategy is to become the biggest electronics and appliance specialist retailer chain in Poland. The first step undertaken to achieve this ambitious goal was the plans to open around 120 new stores in cities of up to 200,000 inhabitants in 2014. From 2015, Neonet plans to strongly enhance its presence in the biggest Polish cities with new openings.

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