

Niedermeyer GmbH in Consumer Electronics (Austria)

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Abstracts

Niedermeyer GmbH largely built its strategy on being present with its outlets even in regions where bigger competitors were not. In its relatively small stores, it was attracting customers through its highly trained staff, who were always ready to advise consumers in their choices. Having a long tradition in Austria, the company was also always trying to keep up with current market dynamics and modernised its website and introduced cross-channel retailing in late-2012. Nevertheless, in 2013,...

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