

Plaisio Computers SA in Consumer Electronics (Greece)

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Date: November 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: P3CA214E85BEN

Abstracts

During the forecast period Plaisio aims to further increase its position as a retailer of portable computers and desktop computers, with the aim of becoming the leading retailer of computers and peripherals in Greece. Its private label Turbo-X brand in computers has so far performed very well, and the high demand for the brand is one of the main driving forces for the company. Internet retailing is considered to be one of the company's top priorities, and further investment in this area is...

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Contents

Strategic Direction

Key Facts

Summary 1 Plaisio Computers SA: Key Facts

Summary 2 Plaisio Computers SA: Operational Indicators

Company Background

Chart 1 Plaisio Computers SA: Store in Exarheia (in the centre of Athens)

Internet Strategy

Private Label

Summary 3 Plaisio Computers SA: Private Label Portfolio

Competitive Positioning

Summary 4 Plaisio Computers SA: Competitive Position 2013

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