

# Rewe Unterhaltungselektronik GmbH in Consumer Electronics (Germany)

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## Abstracts

Rewe Unterhaltungselektronik GmbH will continue to differentiate its electronics store brand Promarkt from other brands in the market by increasing the focus on the individual customer. With its new marketing strategy launched in October 2012, Promarkt provides a unique rating system and product concept, enabling the consumer to see and review the specific benefits of certain products as well as an overall rating of its quality objectively calculated by researching and taking into account...

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