

SGM Distribuzione Srl in Consumer Appliances (Italy)

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Abstracts

If crisis can be seen as the mother of business opportunity, the merger of SGM Distribuzione Srl, which operates in Italy under the brand Marco Polo Expert, and Unieuro, which took place in November 2013, is one of them. The agreement between the two groups has created a giant which is able to operate and compete in the market under the name Unieuro. The agreement has radically altered the balance of power in overall electronics and appliance specialist retailers. Whilst the overall market...

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