

Sinersis Estrategias De Distribución SA in Consumer Appliances (Spain)

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Abstracts

Sinersis' short-term strategy is to attract new partners, continuing to make a strong commitment to them by providing them with multiple commercial, IT and logistics tools, as well as strong marketing activities, all designed to boost sales and expand the range of potential consumers. The focus will be on establishing further partnerships with regional players in order to strengthen the position of the company beyond the well-established Tien 21, Confort and Milar throughout Spain.

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