

Société Etablissements Darty et Fils in Consumer Appliances (France)

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Abstracts

Since 2014, the company adopted a franchise strategy to further develop its presence nationwide, and more specifically in and around smaller cities/villages. By the end of the first quarter in 2015, there were 39 franchised stores already open throughout France; the company's objective is to reach 150 franchised outlets by the end of 2018. It also believes that by further extending its country coverage, it will be able to improve on its click-and-collect service level; it aims to grow its total...

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