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Société Etablissements Darty et Fils in Consumer Electronics (France)

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Abstracts

Following the majority stake takeover of Darty by Fnac in 2016, it is expected that synergies at all levels between the two players are likely to become a strategic priority. The new management team aims to set up business methods and processes that will help the combined network (Darty plus Fnac) of about 330 outlets nationwide to better compete with pure players such as Amazon and Cdiscount.com. It is likely that Darty's product lines and service offerings will evolve rapidly from 2017; some s...

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