

Soliton Ltd MMC in Retailing (Azerbaijan)

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Abstracts

Soliton Ltd has developed one of the largest chains of stores specialising in electronics and electrical appliances in Azerbaijan. The company operates all over the country and its share is improving due to its strategy of opening larger stores with the widest range of products. The key competitive advantages that the company aims to maintain in the future are the guaranteed high quality of its goods and its frequent discounting and promotional campaigns.

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