

Traklin Hashmal Ltd in Consumer Appliances (Israel)

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Abstracts

Traklin Hashmal Ltd is one of the leading and oldest chains in Israel. Traklin was the largest chain in terms of outlets, with 62 outlets from the south to the north in 2015. The company's main strategy over the forecast period is to increase its share by opening new stores, as well as to attract consumers with competitive prices and excellent customer service.

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