

Unieuro SpA in Consumer Appliances (Italy)

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Abstracts

Over the forecast period, Unieuro's objective is to reinforce the partnership between its online and its physical channel to increase the number of users who visit its website and then go to one of its stores. Within this objective it plans to launch a new ecommerce website, which will include pick-up points in its stores and a re-styling of its physical points with the inclusion of digital platforms.

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