

# Videolux OOD in Retailing (Bulgaria)

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## Abstracts

Videolux is expected to continue pursuing a conservative strategy in its core business area – electronics and appliance retail. In 2014, the company halted the outlet expansion of its Technopolis store chain and redirected its energy towards growing the Technopolis online operation which is expected to continue into the forecast period. In June, 2014, the company acquired the home and gardening business of Praktiker in Bulgaria. Ideally, the new acquisition is expected to reduce the exposure of...

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