

# Vörösko Kft in Consumer Appliances (Hungary)

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Date: November 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: VD17B198C50EN

## Abstracts

The company is focusing on omnichannel sales of consumer appliances in Hungary. It is investing in internet retailing and store-based retailing, strengthening its sales support services in both channels to secure a competitive advantage.

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## Contents

Strategic Direction

Key Facts

Summary 1 Vörösko Kft: Key Facts

Summary 2 Vörösko Kft: Operational Indicators

Company Background

Chart 1 Vörösko Kft: Euronics in Budapest

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Vörösko Kft: Competitive Position 2016

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