

Whiteaway.no AS in Retailing (Norway)

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Abstracts

Whiteaway.no aims to build on its strong performance in Norway since appearing in 2013 with equally strong growth over the forecast period. This will be achieved through a continuation of the company's positioning as a low-priced retailer of high-quality consumer appliances. The company will target customers through strong online marketing, using search engines and social media as marketing tools.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Whiteaway.no AS: Share of Sales Generated by Internet Retailing
2014-2016

Competitive Positioning

Summary 2 Whiteaway.no AS: Competitive Position 2016

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