

Worten Equipamentos para o Lar SA in Consumer Appliances (Portugal)

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Abstracts

Worten's strategy for the forecast period is the renovation of 24 of its 143 stores, and increase selling space by the new opening of five stores. The main objective is being close to consumers, but also to develop the attractiveness of its selling space by developing in-store experiences. The continuous investment in the omnichannel concept, and integrating online and offline sales, is also part of its future key strategy as a way to reinforce its leadership.

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