

Zon Optimus SGPS SA in Consumer Electronics (Portugal)

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Abstracts

Zon Optimus SGPS SA future strategy is clear. Fortification of its position in the telecommunications market in order to try to reach leadership is certain to be a priority. Beyond telecommunications, the entertainment market is also a priority and business activities will be engaged in to increase share during the forecast period. According to a company spokesman, in order for its main goals to be achieved, the company strategy should not separate these two core markets and marketing...

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