

Plaisio's Rise in Profits

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Greek PC reseller Plaisio sees an increase in profits for 2011's first half-- despite a double-digit decrease in sales.



In total Plaisio earns post-taxes profits of €2.7m-- a Y-o-Y increase of 237%-- from sales of €157.4m with losses reaching -14.6% Y-o-Y.

The company attributes its success-- in a Greece going through austerity programmes as the EU fears its default-- to the profitability of its own-brands PCs, Turbo -X and Q Connect και @work.

One can say this is a good performance, particularly in comparison to some retailers in less hard hit markets.

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