

360buy.com in Retailing (China)

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Abstracts

360buy.com aims to overtake taobao.com over the forecast period, to be the number one internet retailer. To achieve its target, the company is expanding and upgrading its customer service and logistics teams. To address the needs of on-line shoppers, the company plans to build up a customer service centre of global standards. Having obtained an express delivery licence from the State Post Bureau of China in September 2012, the company will continue to open its logistics platform to serve...

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