

AA Corp in Retailing (Vietnam)

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Abstracts

AA Corp strives to become a one-stop shopping location for all consumers' furniture needs, with a particular emphasis on service and product quality. The company plans to expand its retailing network by increasing the number of outlets. The company expects to open two more outlets in 2013 to reach 12 outlets. It also plans to open a new factory in the future, bringing its total factories to three.

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