

ABC Mart Korea Co Ltd in Apparel (South Korea)

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Abstracts

ABC-MART Korea is planning to increase its outlet network from the current 93 to 130 in 2012 and then 180 in 2013 in order to boost sales. In addition, the company will also focus more on sourcing the most modern and unique products from famous brands in order to differentiate itself from other competitors in the market.

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